



INK COMPATIBILITY



Magic POSTERMAX is a latex saturated wet strength paper featuring a smooth, bright white surface and a distinctive luster finish which offers exceptional print fidelity. It is ideal for wallcoverings, indoor or outdoor display posters, backlit graphics, promotional signage and POP displays.

STANDARD SIZES

Item # 373700004110 - 54"x200' - 3" core

3737 POSTERMAX

8 mil Satin Posters & Signage

PHYSICAL PROPERTIES

Caliper Thickness	8 mil
Basis Weight	235 gsm
Finish	Satin
Opacity	99%
Whiteness	104
Brightness	92
Gloss (60°)	25
Optical Brighteners	Yes

ADVANTAGES

- Latex Saturated, Durable Base Paper
- Exclusive Magic® Gloss Coating
- Water, Scratch, & Fade Resistant
- Wet Strength
- Fast Dry Time
- Lay Flat

APPLICATIONS

- Photo Reproduction
- General Posters
- General Signage
- Retail Advertising