

# Pura Velvet

## Specification Data Sheet



### DESCRIPTION

Pura Velvet is an OBA-free, vellum surface (lightly textured) fine art paper ideally suited for luxurious fine art and photographic reproduction, portraits, greeting cards, post cards, and presentational art graphics for printed displays.

This OBA-free, 310gsm, Bright White, water-resistant Fine Art Paper is made from 100% cotton fiber and is acid and lignin-free. Pura Velvet is a proprietary mouldmade fine art paper that is stronger and more dimensionally stable than other velvet inkjet papers currently available today. It has a high white point, and a remarkable ink load capacity that can be pushed beyond the standard thought of limitation.

### PHYSICAL SPECIFICATIONS

Type of Material.....100% Cotton Fiber, acid and lignin free  
Basis Weight.....310gsm  
Caliper.....23 mil  
Opacity.....97%  
Texture.....Velvet  
CIE Color F7/2°.....L\* = 95.07 a\* = 2.06 b\* = 0.141  
Print Permanence.....Fine Art Trade Guild approved

### RECOMMENDATIONS

Aqueous Piezo Printer Compatibility.....Epson®, Roland®, Mutoh®, Mimaki®  
Aqueous Thermal Printer Compatibility.....Canon®, Hewlett-Packard®, ColorSpan®, Encad Novajet®  
Solvent Printer Compatibility.....N/A  
Ink Compatibility.....All Dyes and Pigments  
Optimal Printing Environment.....70°F (21°C) / 30-70% Relative Humidity  
Handling.....Avoid touching the coated surface of the paper. Cotton gloves should be used when handling ink jet coated materials from Breathing Color. Note: coated surface of every roll faces out.  
Storage.....70°F (21°C) / 50% Relative Humidity; Store in original packaging and in a controlled environment.  
Shelf Life.....Minimum 1 year from purchase date, when stored as specified  
Lamination.....Not required, but always highly recommended by Breathing Color  
Laminate Compatibility.....Glamour II Veneer, by Breathing Color  
Print Settings & ICC Profiles.....Custom ICC Profile will produce optimum results

Note: Actual print stability will vary according to media, printed image, display conditions, light intensity and atmospheric conditions. Breathing Color does not guarantee the longevity of prints. For maximum print life display all prints under glass or lamination or properly store them. All of the descriptive information and recommendations for the use of Breathing Color products should be used only as a guide. Furnishing such information and recommendations shall in no event constitute a warranty of any kind by Breathing Color. All purchasers of Breathing Color products shall independently determine the suitability of the material for the purpose for which it is purchased. Seller's and manufacturer's only obligation shall be to replace such quantity of the product proved to be defective. Neither the seller nor manufacturer shall be liable either in tort or in contract for any loss or damage, direct, incidental or consequential (including loss of profits or revenue) arising out of the use of or the inability to use the product. No statement or recommendation not contained herein shall have any force or effect unless in agreement signed by officers of seller and manufacturer.