

Pura Velvet

Product 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

Material Type 100% Cotton Fiber, acid and lignin free
 Basis Weight 310 gsm
 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

Printer Compatibility & Handling

Aqueous Piezo Printer Compatibility Epson®, Roland®, Mutoh®, Mimaki®
[View Comprehensive List Online](#)
 Aqueous Thermal Printer Compatibility Canon®, HP®, ColorSpan®,
 Encad Novajet®
 Solvent Printer Compatibility N/A
 Ink Compatibility All Dyes and Pigments
 Optimal Print Environment 70°F (21°C), 30-60% Relative Humidity
Handling: Avoid touching the coated surface. Cotton gloves should be used when handling inkjet coated materials from Breathing Color. **Note:** coated surface of every roll faces out.

Additional Information

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 capable
 Laminate Compatibility Glamour 2 or Timeless 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 of 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.