

VIVID

*Fredrix*

777  
VWR



777VWR

VIVID COLOR

The 777VWR Vivid has been formulated with an ink receptive coating that sets the standard for color and DMAX. The easily top coated surface and smooth texture are perfectly suited for Fine Art Reproductions, Giclees, Photography and more.

Available in roll widths from 17" to 60"

Tel:

+1.770.963.5256

Web:

[WWW.FREDRIXPRINTCANVAS.COM](http://WWW.FREDRIXPRINTCANVAS.COM)

ALL PRODUCTS ARE MANUFACTURED IN THE USA



**PRODUCT SPECIFICATION SHEET**  
INKJET PRINTING CANVASES

PRODUCT NAME:	<b>VIVID</b> , 777 VWR
ITEM MASTER:	777 + Width
CANVAS CONSTRUCTION:	65% polyester, 35% cotton base, 2 x 1 Weave
COATING:	Two Acrylic Latex Primer Basecoats Water Resistant Inkjet Receptive Topcoat
ACIDITY (pH):	Neutral (Acid-free)
APPEARANCE:	Bright White, with light texture
FINISH WEIGHT:	10.76 osy $\pm$ 0.64 osy 364.76 gsm $\pm$ 21.70 gsm
THICKNESS:	17.25 mils $\pm$ 1.25 mils 438.15 microns $\pm$ 31.75 microns
COLOR: (X-Rite 938 Spectrodensitometer, D <sub>50</sub> <sup>2</sup> )	
Whiteness	105.00 minimum
Brightness	90.00 minimum
L	94.00 minimum
a	2.50 typical
b	-7.50 typical

This canvas is designed for digital printing applications using aqueous based ink sets. Although designed for all printers using these ink sets, actual results may vary depending on printer model, age, print design, environmental conditions, and other factors. Exposure of a print to atmospheric pollutants, or to temperature, humidity, and / or lighting extremes can result in fading, color shifting, or other visual changes. The ideal conditions for printing and storage are a temperature of 70°F  $\pm$ 5°F and relative humidity of 50% RH  $\pm$ 3% RH.

Tara Materials guarantees only the canvas itself against defects in quality or workmanship. No other warranty is expressed or implied.

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