

ARCHIVAL QUALITY CERTIFICATE

Breathing Color is committed to performing extensive independent testing by third-party accredited laboratories in order to ensure that our fine art products meet and exceed the standards set forth by the **Fine Art Trade Guild (FATG)** for pH and lightfastness. FATG is an international organization with members from over 26 countries worldwide, and in order to protect the interests of consumers, FATG has established a specific set of standards so that consumers can be confident that the art and framing supplies they use are archival. These standards are governed under Blue Wool Testing.

Key Requirements of the Blue Wool Testing

Lightfastness of finished print – results of 6 or more on the Blue Wool Scale in all areas of the print – or its equivalent under empirical test conditions.

Guild standard pH for substrate of 7-9, amended September 2002 to pH 7-10

Minimum weight of substrate of 250gsm

Blue Wool Testing Standards

Standards for blue wool testing are defined by: ASTM D5383-97

Standard practice for visual determination of the lightfastness of Art Material by Art Technologists Results

Blue Wool 6 = 100 years display life

Blue Wool Scale

Measures and calibrates the permanence of prints. Two identical test prints are created. A calibrated blue wool test strip is masked (1/2). The strip and one test print are placed under xenon lamps in accordance with the test standards. The other print is stored in the dark as a control. At various times, the test print is compared to the control print. When visible fading is evident the wool test strip is examined. The amount of the fading is then measured by comparison to the original color and a rating between 0 and 8 is awarded. Zero denotes extremely poor colour fastness while an Eight rating is deemed not to have altered from the original and thus credited as being lightfast and permanent. Blue Wool 6 is the accepted standard for limited edition prints.

THIS CERTIFICATE SERVES TO CONFIRM THAT
the following product meets the
Archival Standards set forth by Fine Art Trade Guild
for pH and lightfastness.

PURA VELVET



 **BREATHING COLOR**®
ADVANCED PRINT MEDIA

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.