



FOR IMMEDIATE RELEASE

## **FREDRIX® PRINT CANVAS LAUNCHES NEW 777 VIVID INKJET CANVAS**

Lawrenceville, GA - Fredrix® Print Canvas is pleased to announce the launch of 777 VIVID, a new level of inkjet canvas that boasts quality and consistency from roll to roll.

The **777 Vivid**, formerly 777BWR, has been reformulated with a new 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. As with all Fredrix® water resistant canvases, the **777 Vivid** is designed for pigmented inks and water-based top coats with sizes available ranging from 17" up to 60" widths.

For more information, visit [www.FredrixPrintCanvas.com](http://www.FredrixPrintCanvas.com) or call 1.800.241.8129 ext. 175  
For international inquiries, call +1.770.963.5256 ext. 160

*Fredrix® Print Canvas is based in Lawrenceville, GA and is owned by Tara Materials, Inc which also manufactures the worlds' leading artist canvas, Fredrix® Artist Canvas, along with a full line of readymade frames sold as Tara® Picture Frames and Tara® Fine Frames.*

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