

## ESM-BBMP Blue-Back Matte Paper

### Product Overview

This 135 gsm / 5 mil solvent poster paper is specifically formulated for eco-solvent ink printing. ESM-BBMP is a medium weight coated paper with a matte finish designed for high saturation printing. The product is backed with a blue colored coating for greater opacity. Blue-Back Matte Paper is a great low cost solution for short term signage and event graphics.



**Face:** 135 gsm / 5 mil



**Finish:** Matte



**Opacity:** 99%



**Other:** Aging resistant

### Features

- Detailed imaging with high color saturation
- Quick drying
- Great contour and high tensile strength
- Light weight 135 gsm
- Backed with blue coating for greater opacity
- Media profiled and optimized for high yield billboard production mode
- Roland VersaWorks ICC profile: ESM-BBMP with Roland Intelligent Pass Control

### VersaWorks Media Profile:

- ESM-BBMP

### Print Modes:

- Billboard
- **High Speed** ■ Available
- Standard ■ Not available
- High Quality ★ Default Mode
- Artistic

### Applications

Blue-Back Matte Paper will give you richly saturated, non-glare, high impact printed graphics. It is optimized to dry quickly and is treated to lay flat after printing, making it ideal for posters, flyers, sale signs, retail signs and temporary outdoor displays. The product does not require lamination, however it serves as a great imaging base for laminated graphics.

### Optimized for:

- Posters
- Flyers
- Sale and retail signs
- Bus shelters
- Tradeshow graphics
- Temporary outdoor signs
- Temporary wall coverings
- Full-color graphics

### Finishing

- The product can be printed with Roland printers and printer/cutters.
- Use the Roland ESM-BBMP media profile for best results.
- To laminate the product, use a pressure sensitive laminate.

**Specifications**

Total Caliper:	5 mil
Basis weight:	135 gsm
Adhesive:	None
Finish:	Matte
Opacity:	99%
Whiteness:	120
Gloss Level:	N/A
Liner:	None
Other:	Scratch resistant

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Ink Compatibility:	Eco-Sol MAX (CMYK and CMYKLcLm)
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Core Diameter:	3"
Shelf Life:	2 Years

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Roll Configurations:	30"x150', 42"x150', 54"x150', 64"x150'
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Flammability:	N/A
Chemical Resistance:	N/A

**ESM-BBMP products are available in the following sizes:**

<b>Part Numbers</b>	<b>Size</b>
ESM-BBMP-150-30	30"x150'
ESM-BBMP-150-42	42"x150'
ESM-BBMP-150-54	54"x150'
ESM-BBMP-150-64	64"x150'

**Usage & Product Storage**

Blue-Back Matte Paper should be handled with care before and after printing to prevent surface contamination that may spoil the print. The material should be processed in an environment of 65°-85° F (18°-30°C) and 50-75% relative humidity (non-condensing) that is clean and relatively dust-free. Also, some media are affixed strongly to the core and care should be taken to avoid machine issues due to the non-release of media at the end of the roll. Store this product in its original packaging in a cool and dry area until ready for processing. If storage conditions are outside the recommended operating ranges, allow the paper to acclimate in the specified range for at least 24-48 hours before use.

Care should be taken to allow the ink on the product to be fully cured before packaging for delivery or preparing for installation.

**Roland Performance Guarantee**

This product is sold for the usage and application stated in this document. The product is free of defects and will produce vibrant printed graphics using Roland Eco-Sol MAX inks.

**For more information, contact:**

**Roland DGA Corp.**  
Roland Customer Services  
800-542-2307

