



Every print is a masterpiece

## Printing tips:

### ICC profiles made easy by Canson® Infinity

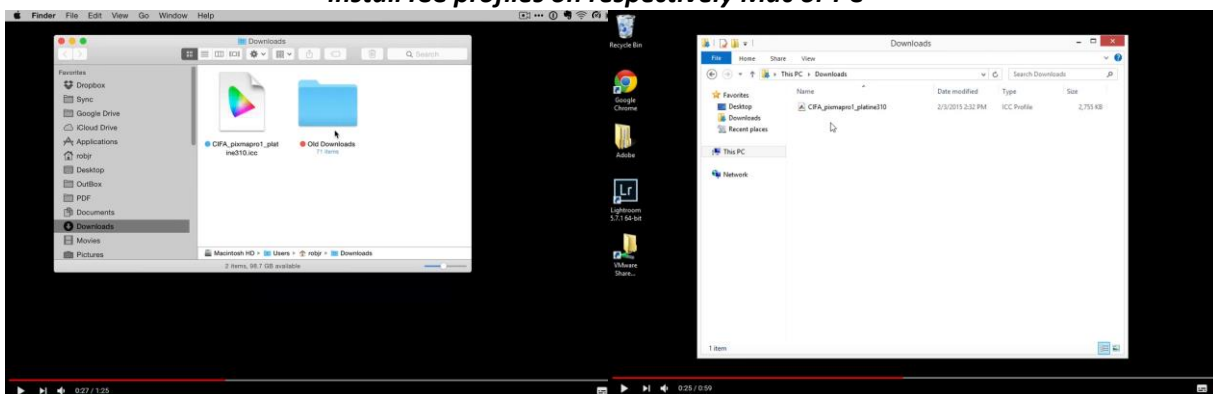
*ICC profiles, also known as colour profiles, are arguably the most important part of colour management. Adapted to each specific printer and paper, Canson® Infinity explains how to use them properly to get the best print results.*

#### **A quick introduction to the user-friendly ICC profiles from Canson® Infinity**

ICC profiles are very easy to install, and will enable to maximise the print quality and reproduce accurately the original colours. The ICC profiles need to be downloaded and installed on a Mac or PC prior to printing.

All the ICC profiles, available to download from the Canson® Infinity website, have been developed in-house by technical experts using the latest state-of-the-art equipment.

***In the videos below Canson® Infinity provides a 1-minute step-by step introduction on how to install ICC profiles on respectively Mac or PC***



<https://www.youtube.com/watch?v=WcAoTDTZ1rU>

<https://www.youtube.com/watch?v=ghKQfmqD14Q>

#### **Understanding colour management and adapting to each print**

An ICC profile can be considered as a translator between 2 different devices. Each device in any part of the 'capture to print' workflow will understand each colour differently almost like using a different

language. The purpose of an ICC profile is to translate and interpret the colour information from one device to the other, so that the colours remain consistent throughout the entire workflow.

Each Canson® Infinity paper type also needs its own ICC profile that has to be matched up to the specific printer that is being used.

### **Why are ICC profiles important?**

ICC profiles and paper presets will enable to maximise the print quality and accurately reproduces the original colours, by calibrating the printer settings prior to printing. Because each paper has a slightly different shade, surface structure and reacts differently, it is crucial to use the setting that is specifically designed for this paper.



*In the video above Canson® Infinity Photo ambassador Robert Rodriguez Jr, explains why ICC profiles are arguably the most important part of color management and how to use them properly to get the best print results: <https://youtu.be/rhR57EcqEeU>.*

To download free, high quality ICC Profiles for all Canson® Infinity papers and canvases to be printed on the vast majority of fine art printers on the market and the most popular printers, please visit:

<http://www.canson-infinity.com/en/icc-profiles>

For additional information or to test Canson® Infinity fine art papers, please contact our press service:  
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### **About Canson® Infinity**

Looking back on a long history in the field of photography, today Canson® is the last pioneering photographic paper manufacturer that is still in business!

In 1865, **Canson**<sup>®</sup> filed and acquired an international patent for the improvement of albumen papers, one of the first processes for the production of photographic paper to be developed at the time. This patent consisted of the improvement of the final rendering of the image, while avoiding the costly gold toning process generally practiced when performing the original process.

Today, **Canson**<sup>®</sup> retains its spirit of innovation and combines centuries of experience with cutting edge technology in the manufacture of its paper. **Canson**<sup>®</sup> favours the use of natural minerals and the purest of materials, without optical brighteners, to provide you with printing materials that are resistant to ageing. The papers and canvases within the [Canson<sup>®</sup> Infinity range](#) for photography and digital art publishing deliver unparalleled and durable printing results, as well as optimal chromatic rendering with a large colour gamut, a strong D-Max and excellent image sharpness.

To find out more, visit: <http://www.canson-infinity.com/en>