



Press release

Discover the Canson® Infinity range of “Mould Made” art reproduction papers, ideal for fine art prints and photographs

*Delivering a unique and unequalled character to art reproductions and photograph, the **PrintMaking Rag** (310gsm), **Aquarelle Rag** (310gsm and 240gsm) and **Velin Museum Rag** (315gsm and 250gsm) are all prestigious references in the Canson® Infinity range of fine art papers. By printing on the same paper as the master print, it is possible to achieve the same nuance and legitimacy to the final print.*

Annonay, France April xx, 2018 - Since 1557, Canson® has been producing the world's finest art papers, used by and inspiring the greatest artists and designers around the world for nearly half a millennium, such as Degas, Ingres, Picasso or Matisse and Warhol, as highlighted by the brand signature "Inspirational Papers since 1557". Drawing on its experience in the world of paper and cutting-edge technologies, Canson® launched the Canson® Infinity range in 2008, encompassing a range of high-quality, age-resistant papers specially designed for fine art printing.

In 2016, Canson® became part of the FILA-Group, the global leader in design, production and marketing of creativity tools and traditional fine art products.



Within this global organization, Canson® now has access to more resources for innovation and elite paper mills such as the famous St Cuthberts paper mill, in Somerset, England which is now producing Canson® Infinity's mould made paper base for Canson® Infinity, such as **Aquarelle Rag**, **PrintMaking Rag** and **Velin Museum Rag**.

Mould made paper combines the consistent quality of machine made (fourdrinier) papers, but with the individual character of handmade papers. They are of particular interest to artists because of their superior surface stability and beautiful surface texture. These papers feature texture that is

slightly reduced for high end inkjet Printmaking purposes without impairing the paper's inkjet printability by maintaining an unchanged coating structure.

PrintMaking Rag, an extraordinary and emblematic paper, ideal for fine art prints and photographs

This 100% cotton fine art paper, made in the purest papermaking tradition, has a unique pure white without optical brighteners and an incomparable, fine and silky touch. This extraordinary paper is ideal for art publishing and photographs and gives prestige and a real aura to inkjet prints.

[Marius Zabinski, Canson® Infinity Ambassador](#) and world-renowned painter, appreciated for his cubist paintings and exhibited across the world says: *"My favorite medium is the Canson® Infinity PrintMaking Rag. When a work is being produced, it must give the viewer the real impression of being in front of a work of art. It has an incredible density in materials, bursting colours and I feel I am looking at a lithograph printed in the traditional way."*

Selected creations by Marius Zabinski



© Marius Zabinski

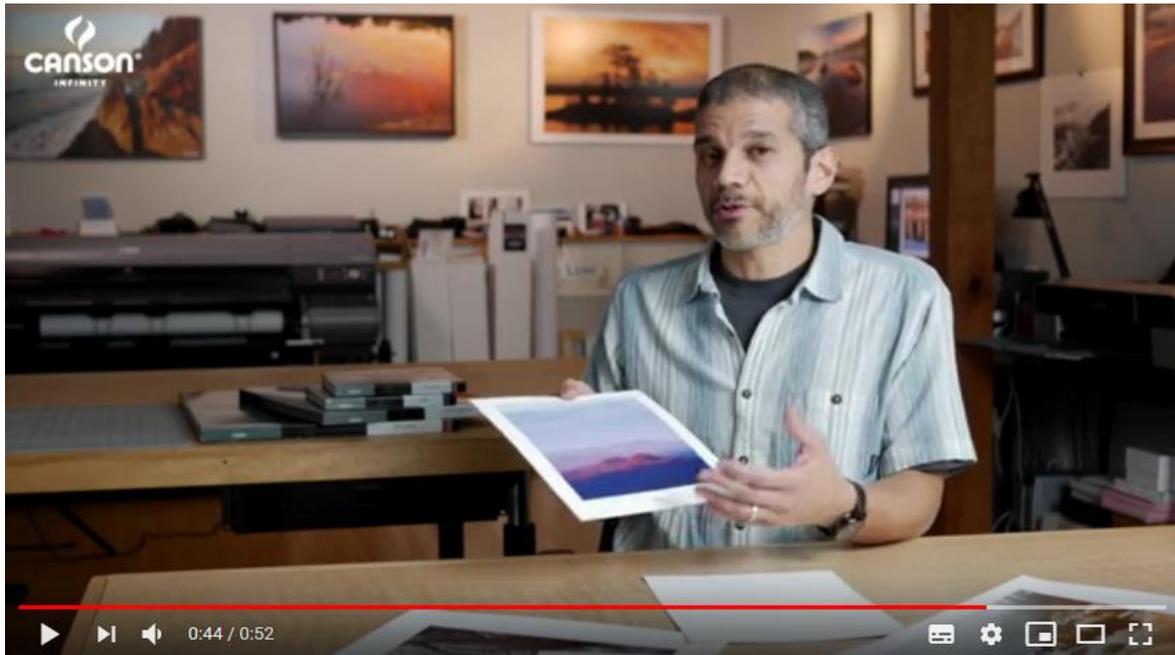


© Marius Zabinski



© Marius Zabinski

[Robert Rodriguez Jr., Canson Infinity Photo ambassador](#) presents the *PrintMaking Rag* and its advantages for digital artists and photographers: https://www.youtube.com/watch?v=VW_iwZGA0dg



Aquarelle Rag and Velin Museum Rag - The qualities of a traditional fine art paper

Aquarelle Rag, a genuine 100% cotton rag, watercolour paper has the unique structure, texture and pure white tone that demanding artists expect from a traditional fine art paper. This paper naturally meets the highest requirements in terms of ageing resistance and complies with the strictest preservation standards.

[Stéphane Hette, Canson® Infinity Ambassador](#) and multiple winner of the [Prix de la Photographie, Paris](#) is a faithful user of the Aquarelle Rag: *"After testing several types of media it is definitely the Canson® Infinity Aquarelle Rag paper that best suits my images. The colour rendering is exceptional and the watercolour texture reinforces the impression of drawing while giving a real unique touch to my photographs. I am also very attached to the process of using 100% cotton paper and without optical brightener with a natural white for images made as close to nature as possible."*

Selected creations by Stéphane Hette



© Stéphane Hette



© Stéphane Hette



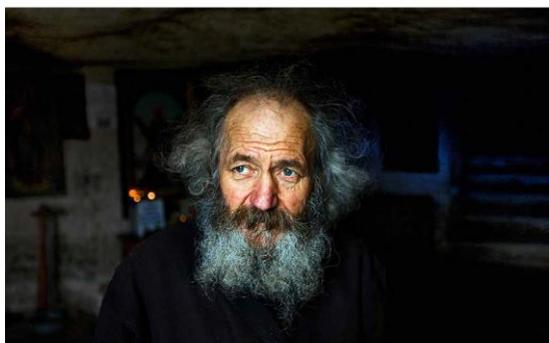
© Stéphane Hette

The Velin has been used for centuries to create lithographs, intaglio etchings, aqua fortis etchings and collotypes by world-renowned artists. Canson® Infinity **Velin Museum Rag** paper has been created specifically to use for digital art and photography printing. This paper is naturally resistant to ageing, it has a unique fine grain, a smooth structure and a pure white without optical brighteners. It is an ideal medium for high-end photography printing, digital art publishing or museum and gallery uses.

[Steffen Diemer, Canson® Infinity Ambassador](#), an important voice in contemporary photography with scores of magazine and book covers, and exhibitions to his name, says:

"My photographs are often highly detailed and intensely coloured, which demands a specific type of paper. I have obtained the most faithful results from Baryta Prestige and Velin Museum Rag, which I believe is better than any other papers on the market."

Selected photographs by Steffen Diemer



© Steffen Diemer



© Steffen Diemer

For any request for additional information or test of Canson® Infinity fine art papers, please contact the Open2Europe 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®** 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®** retains its spirit of innovation and combines centuries of experience with cutting edge technology in the manufacture of its paper. **Canson®** 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® 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>