



Press release

Canson® Infinity unveils their new logo, embracing the future while honouring the brand's rich history

Annonay, France – January 18, 2021 - Canson® Infinity, leader in the digital fine art market, with an enviable reputation and history in the fine art market, has made the decisive move to kick-off 2021 with a look that embraces the future while honouring their rich history. The modern logo reflects the brand's traditional and commitment to quality as well as their strategy of growth and is uplifting, inclusive and easily recognizable.

The Canson® brand identity: the story of a symbol

In 1557, in a small village in the South of France, Canson® was founded by two brothers, Michel and Raymond Montgolfier, and the brand grew with milestones that correspond with major moments in French history. In 1784, the Montgolfier paper mill was elevated to royal manufacturer status as Napoleon Bonaparte completed his conquest of Europe, and the mill continued to evolve throughout the French Industrial Revolution.

The name Canson® first appeared in 1801, when Barthélemy Barou de la Lombardière de Canson inherited the group from Jacques-Etienne de Montgolfier, who passed in 1799. The Canson family, whose name was synonymous with quality paper, pursued the path of innovation inspired by the Montgolfier, constantly creating new styles and applications, including the monumental 1809 innovations of tracing paper and coloured paper. Canson® became a major player in the photo paper industry during the pioneer years of 1850-1880 when they secured a patent for photographic paper in 1865, and the business grew internationally at the beginning of the 20th century, with a subsidiary in New York.

Canson® is currently established more than 30 countries and a major stakeholder in the digital fine art and photo paper sector. The impressive range of Canson® Infinity papers evokes excellence and inspiration among professional photographers and artists worldwide.



Flight of the first aerostat in the garden of the Vidalon paper mill on 14 December 1782
© Musée des Papeteries Canson et Montgolfier

The story of a symbol

On December 14, 1782, a strange paper bag blew up above a fire in the Montgolfier brothers' garden. It rose up and flew away into the sky, before crossing a river and landing gently on a hill. Joseph et Etienne Montgolfier had just made Icarus' dream come true; one day, man will fly like a bird.

From this epic event, the hot-air balloon was born! The inspiration derived from the paper bag blowing over a fire became a symbol of innovation, hope and possibility.

The evolution of Canson®'s visual identity

Canson® Infinity is embracing a new level of growth, innovation and identity with a new, strong and recognizable logo, composed of easy-to-read capital letters. Clear and modern, the logo includes the symbol of the hot-air balloon which replaces the letter O in Canson®, bringing a classic, historical touch to the refreshing look.

Maintaining the hot-air balloon as the primary symbol in the Canson® logo is a clear and conscious commitment to the deep history and values Canson® Infinity is known for today. Quality, excellence and innovation remain the DNA of the brand. The hot-air balloon symbol has been part of the logo for historically, and was previously positioned between the letters N and S.

The new logo also includes the slogan "MANUFACTURE DEPUIS 1557" ("Manufactured since 1557" in English), underlining both the French origin and the year of the brand's creation.

Mara Gavazzi, FILA Group Art Director, outlined the rationale for the new identity, "Our vision for the brand was to inspire creativity, culture and passion and it was essential that the new corporate identity reflected the core values of the brand.

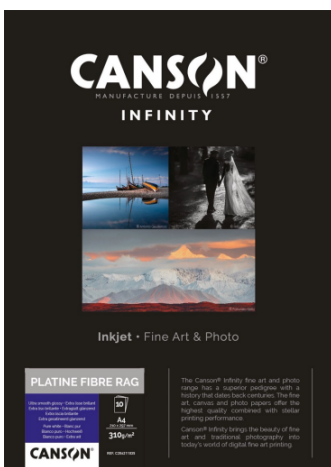
Excellence is inherent within the business and with over 450 years' experience, Canson® has a unique expertise and knowledge in manufacturing papers to the highest quality, using the finest ingredients and our goal is to offer artist's world-class papers." Gavazzi continues, "The second core value is **manufacturing**, as first and foremost we are a paper manufacturer, and this has been at the core of our business since 1557. The business is steeped in **tradition** and our history is intertwined with both the history of France as well as the history of art. The final value is **innovation** which has been in the genes of the company from the day that the Montgolfier family invented the first hot-air balloon to the introduction of the innovative Canson® Infinity fine art papers into the digital art market".

Gavazzi concludes, “We believe that the new Canson® and Canson® Infinity logos not only reflect the core values of the brand but are visually very strong and recognizable and have a modern design whilst retaining the historical origin of the Canson® heritage.”

With 450 years of experience, and Canson® products have a true history of credibility and reliability. And with that history, Canson® continues to evolve and answer the modern needs of the digital fine art industry.



This new logo will be found on all Canson® Infinity’s paper boxes, as well as on the labels on the roll boxes.



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®** favors the use of natural minerals and the purest of materials, without optical brighteners, to provide you with printing materials that are resistant to aging. 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>