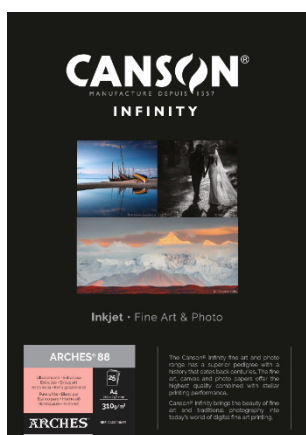
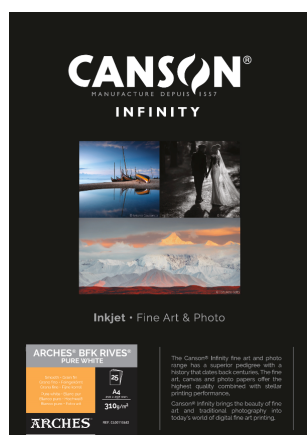


Canson[®] Infinity unveils four new ARCHES[®] papers, offering the boldest and whitest of possibilities

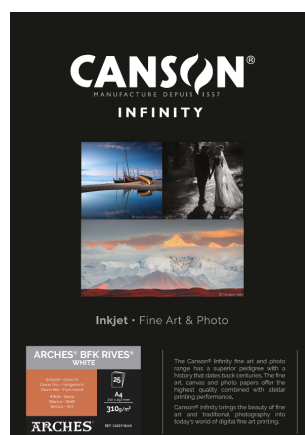
Brand ambassadors Cheryl Walsh, Sanjay Jogia, and Leo Faria share their initial impressions of this audacious new collection



ARCHES[®] 88



ARCHES[®] BFK Rives[®] Pure White



ARCHES[®] BFK Rives[®] White



ARCHES[®] Aquarelle Rag

Annonay, France – February 2nd, 2021 Canson[®] Infinity is proud to present its enhanced portfolio with the introduction of 4 new digital fine art papers from the iconic Arches paper mill: ARCHES[®] 88 310gsm, ARCHES[®] BFK Rives[®] Pure White 310gsm, ARCHES[®] BFK Rives[®] White 310gsm and ARCHES[®] Aquarelle Rag 310gsm. With the clear intention of producing ‘best in class’ mould-made papers that present the whitest whites without the use of OBAs (optical brightening agents), this exceptional range sets the new standards in the digital fine art print industry, thanks to its unmatched ability to render pure, bright whites on 100% cotton paper.

Centuries of tradition, cutting-edge innovation and exceptional design...

Strategically located in the Vosges in France, ARCHES[®] has been producing premium quality art paper since 1492. Today, ARCHES[®] is the only paper mill in France to use a traditional cylinder mould which produces traditional fine art paper similar to the look and feel of handmade papers. The new collection of ARCHES[®] papers is based on this classical manufacturing technique, for a unique, premium result that combines proven tradition with the latest inkjet coating innovation.

Made of 100% cotton, each paper is free of optical brighteners to guarantee better preservation over time. The unique proprietary layer, which uses the latest coating technology, produces prints with superb colour rendering, including deep blacks and natural whites, offering photographers, artists and printmakers the ability to create images on a remarkable palette of colour tones. These prestigious new papers are designed specifically for the creation of digital art prints for limited edition works.

<https://www.canson-infinity.com/en/e-academy/cheryl-walsh-previews-arches-88>

ARCHES® 88



All rights reserved ©Cheryl Walsh

ARCHES® 88 paper is one of the smoothest mould-made papers in the market today. Made of 100% cotton, this ultra-soft finish feels supple to touch. ARCHES® 88 offers a remarkable colour palette which is further enhanced by the pure white base achieved without the use of optical brighteners (OBA).

Famous underwater portrait photographer Cheryl Walsh finds inspiration in a quietly solitary atmosphere. She works in her studio with the peaceful water currents that slow down time, make colours vibrate and allow her models to float in the rare weightlessness the water provides.

"Arches 88 Rag is a game-changer for photographers around the world! Finally, a smooth, matte white surface, free of optical brighteners, on a paper which is truly iconic in the world of art," says **Cheryl Walsh**.

ARCHES® BFK Rives® Pure White

A 100% cotton paper with a perfectly balanced soft grain that brings out the details of each image.



All rights reserved ©Leo Faria

Considered the biggest name and one of the pioneers of Street Style photography in Brazil, **Leo Faria** has travelled the world to pursue Fashion Week images. His striking and contemporary photographic expression has earned him a prominent place in the fashion world.

Faria gives us a sneak preview of his impressions of ARCHES® papers: "I really appreciate the new ARCHES® papers for the quality of their printing and the value they bring to the textures, tones and colours of the images. I had the pleasure of testing ARCHES® BFK Rives® Pure White and ARCHES® 88 and I am very satisfied with the results. I printed both black and white as well as in colour prints and in both versions the images are incredibly sharp, with the dark areas well defined, highlighting the points I wanted to bring out. I am partial to thick, heavy resistant paper which allows me to showcase my work with different textures. I will look to the ARCHES® collections to print my next projects."

ARCHES® BFK Rives® White

This 100% cotton paper features a beautifully balanced soft grain that brings out the details of each image. Thanks to the use of cotton rag and the traditional manufacturing process, the paper is very soft and supple.



All rights reserved ©Sanjay Jogia

As a prestigious international wedding photographer based in London, **Sanjay Jogia** is both a creative and technical perfectionist. His wedding portraits are a blend fashion and film in an inspired approach, featuring signature lighting and pose techniques.

Jogia shares his impression of ARCHES® papers: "ARCHES® BFK Rives® White is the art paper par excellence, it has a beautiful white tone and has a pleasant texture you would expect from this type of paper. And ARCHES® 88 is ideal with its pure white base and soft finish for precise details giving an attractive and appealing fine art finish".

<https://www.canson-infinity.com/en/e-academy/sanjay-jogia-talks-about-arches-bfk-rives-pure-white>

ARCHES® Aquarelle Rag



All rights reserved ©Cheryl Walsh

ARCHES® Aquarelle is internationally recognized as the best watercolour paper in the world, and the 100% cotton construction contributes to the beauty and natural ARCHES® feel of the paper. Using this traditional watercolour base for the new digital fine art paper gives ARCHES® Aquarelle Rag a natural texture and grain.

- "It's so exciting to get be able to print on the original texture of Aquarelle and this beautiful white matt base. It creates a whole new opportunity to create our photographs on a beautiful watercolour paper," explains **Cheryl Walsh**.

<https://www.canson-infinity.com/en/e-academy/cheryl-walsh-reviews-new-arches-aquarelle-rag>

"I had the opportunity to test three types of paper, ARCHES® BFK Rives® Pure White, ARCHES® Aquarelle Rag and ARCHES® 88 and I can say that we've never had paper like these, they're 100% cotton, thick, pure matt, and white. The test results were beyond my expectations. By partnering with ARCHES®, Canson® Infinity has once again proven its commitment to art papers that have a strong history and heritage. The brilliant whiteness of these papers, without the use of optical brighteners, elevates the experience and opportunities for photographers around the world. It's truly exciting!" explains **Cheryl Walsh**.

The range will be available in Europe from the end of March and in the US and Australia in Spring 2020.

For more information on the ARCHES® range of papers, please visit <https://www.canson-infinity.com>

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>

About ARCHES®

ARCHES® master papermakers have been producing very high-quality fine art papers since 1492 and today **ARCHES®** is the only paper mill in France using a traditional cylinder mould process for all its papers.

Over the centuries, great artists like Édouard Manet, Edgar Degas, Paul Cézanne, Claude Monet, Vincent Van Gogh, Henri Matisse, Raoul Dufy, Pablo Picasso, Georges Braque, Marc Chagall, Joan Miro, René Magritte, Salvador Dali, Pierre Soulages, Zao Wou Ki, Roy Lichtenstein, Bernard Buffet, Andy Warhol, Pierre Alechinsky, and many more, have produced some of their major works on ARCHES® paper. By choosing ARCHES® for their masterpieces, these world-renowned artists bear witness to the outstanding quality and permanence of ARCHES® papers.

Today **ARCHES®** still remains the undisputed reference for all artists.