

## Canson® Infinity adds world-renowned ARCHES® papers to its already impressive portfolio



Arches site

Annonay, France – 18<sup>th</sup> January 2021 - In February 2021, Canson® Infinity, the digital fine art paper portfolio with a rich history in excellence, innovation and accessibility, is elevating their offering once again with the introduction of four new digital art papers from the iconic ARCHES® paper mill. The FILA Group, owner of the French Canson® paper mill and brand, acquired the ARCHES® business in March 2020 to further strength its position as a leader in the fine art paper market. The emblematic ARCHES® papers have been the selection of choice for many artistic greats including masterpieces from Van Gogh, Matisse, Chagall and Picasso.

For more than five centuries, ARCHES® has upheld their reputation as the undisputed reference for artists by offering one of the widest ranges of fine art papers. “Today, ARCHES® is the only French paper mill to use the traditional cylinder mould method which produces very high-quality papers similar to the look and feel of handmade papers. The brand employs strict manufacturing protocols in conjunction with high quality materials to produce some of the most exclusive fine art papers in the world.

### The Vosges papermaking expertise

ARCHES® is located in a paper-making basin in France and benefits from regional expertise that has been passed down from generation to generation.

A key ingredient in the papermaking process is water which is widely available in the Vosges region of France. The water in the production of the ARCHES® papers is drawn from the groundwater underneath the Arches mill and is simply filtered to remove any impurities. ARCHES® papers are made exclusively from 100% natural fibres including cotton

linters. The linters are the fine, silky fibres on the seeds and the ARCHES® papermakers expertly select different fibre lengths which interlock together to give the ARCHES® papers its mechanical strength. The use of these natural fibres also gives the paper its lasting whiteness, touch and feel as well as its bulky appearance.

The use of carefully selected raw materials in combination with the expertise of the papermakers has given ARCHES® an enviable reputation in the history of fine art which continues today by meeting the creative needs of today's artists. Well known papers such as ARCHES® Aquarelle, the reference paper in the world of art, renowned Velin BFK Rives® and ARCHES® 88 have been carefully selected for the new digital fine art range.

### **Canson® Infinity and ARCHES®, for photographers, artists and print makers**

In 2006, Canson® Infinity was launched to offer photographers and printmakers the opportunity to recreate their masterpieces as limited editions on digital fine art papers. The acquisition of ARCHES® by the FILA Group offered the ideal opportunity to enhance the existing portfolio and introduce a new range of mould made, digital fine art papers from the iconic ARCHES® range.

The new digital fine art paper portfolio was developed by the research and development team at ARCHES® and their starting point was a strict set of technical criteria which included developing one of the whitest digital fine art papers in the market, without the use of optical brightening agents (OBAs) in combination with exceptional image performance. As ARCHES® is one of the most famous brands in the art world, it was imperative for the ARCHES® team to develop a range of digital fine art papers of exceptional quality in line with the traditional fine art paper range. In addition, it was vital to offer real and tangible benefits to photographers and printmakers looking to create open or limited edition digital fine art prints.

The research & development team has developed an innovative inkjet receptive layer which has been applied to four ARCHES® digital papers: ARCHES® 88, ARCHES® BFK Rives® Pure White, ARCHES® BFK Rives® White and ARCHES® Aquarelle. This unique layer delivers exceptional D-Max, a wide colour gamut, extreme precision and excellent tonal range. In addition, the team has developed a portfolio of digital fine art papers that are the whitest in the market today without the use of any harmful optical brightening agents. The combination of the inkjet receiving layer and the natural white ARCHES® base offers real tangible advantages for photographers looking to create vibrant prints on a pure white base that will not degrade over time.

Artists, printmakers and photographers now have the opportunity to create digital art prints on authentic ARCHES® paper for limited or open edition works.

The addition of a select range of ARCHES® papers into the existing Canson® Infinity portfolio offers photographers, artists and printmakers the beauty of fine art paper with the tradition of photography.

**For more information, please contact XXXXXX:**

#### **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.

Find out more: <http://www.canson-infinity.com>

#### **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.