

PRESS RELEASE - Paper & Canvas Ltd

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Brilliance Chromata White Canvas passes Blue Wool Test

Independent testing by a UKAS accredited laboratory has recently concluded that 'Brilliance Chromata White Canvas' from Breathing Color™ meets and exceeds the standards set forth by the Fine Art Trade Guild for pH and light fastness.

Sold exclusively by Paper & Canvas Ltd in the UK, Brilliance Chromata White Canvas is a premium grade fine art canvas designed for high-end giclee reproductions that require exceptional colour gamut and longevity.

In addition to being acid free and water resistant, this canvas utilises cutting edge technology to deliver a bright white canvas without the use of optical brightening additives (OBAs) or fluorescent whiteners, which are known to deteriorate and yellow overtime. The Chromata technology creates a highly stable white base with increased discolouration resistance to ultraviolet light. Colour shifting is further reduced by stabilising the whiteness of the base with special anti-oxidation technology.

Karl Bray, of Paper & Canvas Ltd comments, "the blue wool testing signifies our commitment to translating the science behind Breathing Colors' archival inkjet media into industry standards that UK artists and fine art publishers are familiar with". Karl also adds, "Inkjet canvas continues to gain popularity which is leading to a multitude of available brands and as a relatively new medium, it is very important that printmakers apply the same due diligence to their canvas selection as their fine art papers. We feel that the blue wool testing is a valuable aid to that process".

About Breathing Color, Inc. Breathing Color, Inc. is a leading designer and supplier of digital inkjet media and post-print protective coatings. Breathing Color is focused on the art and photographic markets with products that maximize colour and longevity. Breathing Color's customers benefit from the highest quality at competitive prices by buying direct.

About Paper & Canvas Ltd. Paper & Canvas Ltd is the exclusive UK supplier of Breathing Color digital inkjet media and post-print protective coatings providing comprehensive product support for UK customers.

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