

Press Release

New certified media for Epson's[®] Digigraphie[®] programme provides the Fine Art world with a wider choice of options

Leading Fine Art specialists, Hahnemühle and Canson achieve Digigraphie[®] certification

10th July, 2009 – Imaging leader Epson today announces a new range of media by Hahnemühle and Canson, two of the biggest names in Fine Art print media, has been certified for use with its Digigraphie programme. The partnerships significantly extend the range of elite print media that artists throughout Europe can choose from when creating Digigraphie prints.

Digigraphie by Epson describes a print created by a certified Epson Stylus Pro professional printer, which uses UltraChrome or UltraChrome K3 inks on a list of certified Fine Art media. Each print is individually authenticated with a serial number, signed by the artist, embossed and accompanied by a certificate of guarantee.

Hahnemühle and Canson have worked closely with Epson to gain certification of their high-quality Fine Art media. The media underwent intensive testing by the Digigraphie 'Committee of Reflection' which is made up of several leading photographers, painters and laboratories who specialise in Fine Art reproduction. The committee tested the media to ensure it met the quality, durability and consistency of reproduction that the Digigraphie 'Committee of Reflection' required and most importantly, the artistic value given to the artists who tested the materials for over four months. Before the final certification, all new media were intensively tested by Wilhelm Imaging Research and LNE (Laboratoire National de Métrologie et d'Essais) to ensure any Digigraphie artwork printed on these media would pass the 60 years minimum durability test, and it showed excellent results.

The new approved digital print media increases the number of Digigraphie certified media to 26 – ten produced by Epson, seven by Canson and nine by Hahnemühle – all of which are of different weights and properties.

Jordi Borralleras, Market Development Manager LFP, Epson Europe, commented: "Digigraphie has become increasingly recognised in the European art world as a mark of quality. With the addition of certified Hahnemühle and Canson Infinity media, artists and Digigraphie certified laboratories now have an extremely wide choice of paper types available. This increases the potential for the artist to find the most accurate media on which to print their Digigraphie artwork. We are pleased to work with these two recognised leaders in the Fine Art media market and we believe this is further recognition of the value that Digigraphie adds to high-quality reproductions."



Jörg Adomat, CEO of Hahnemühle, commented: "We are proud to have a wide range of papers approved for Digigraphie by Epson. This certification endorses the outstanding quality and quality consistency of Hahnemühle's Digital FineArt Collection for prestigious gallery prints."

Eric Joan, CEO of Canson, commented: "The Digigraphie certification provides a solution for true Fine Art and photographic digital printing by ensuring a high-quality standard throughout the printing process. This partnership recognises the necessity of associating the best printing technology together with the highest media quality. Artists and Digigraphie certified laboratories will now be utilising the finest professional Fine Art inkjet media with full confidence that their work printed on Canson Infinity media with Epson technology will offer the highest quality and durability."

Certified Digigraphie media

- Canson Infinity Rag Photographique 310 g/m²
- Canson Infinity BFK Rives 310 g/m²
- Canson Infinity Edition Etching Rag 310 g/m²
- Canson Infinity Arches Velin Museum Rag 315 g/m²
- Canson Infinity Arches Aquarelle Rag 310 g/m²
- Canson Infinity Montval Aquarelle 310 g/m²
- Canson Infinity Artist Canvas Water Resistant Matte 390 g/m²

- Hahnemühle Photo Rag[®] Bright White 310
- Hahnemühle Torchon 285
- Hahnemühle William Turner 190 / 310
- Hahnemühle Albrecht Dürer 210
- Hahnemühle Photo Rag[®] Pearl 320
- Hahnemühle Photo Rag[®] Baryta 315
- Hahnemühle Photo Rag[®] 188 / 308 / 500
- Hahnemühle Museum Echting 350
- Hahnemühle Photo Rag[®] Satin 310

- Epson Traditional Photo Paper 300g
- Epson Water Resistant Matte Canvas 375g
- Epson Premium Canvas Satin 350g
- Epson Smooth fine art paper 225g
- Epson Somerset Velvet fine art paper 255 / 505g
- Epson Velvet fine art paper 260g
- Epson Textured fine art paper 225 / 425g
- Epson Ultra Smooth fine art paper 250g, 325 / 500g
- Epson Watercolor paper - Radiant White 190g
- Epson Doubleweight Matte Paper on Diasec[™] process 180g

--- ends ---

About Epson

Epson is a global imaging and innovation leader that is dedicated to exceeding the vision of customers worldwide through its compact, energy-saving, high-precision technologies, with a product line-up ranging from printers and 3LCD projectors for business and the home, to electronic and crystal devices.

Led by the Japan-based Seiko Epson Corporation, the Epson Group comprises over 70,000 employees in 108 companies around the world, and is proud of its ongoing contributions to the global environment and the communities in which it operates.

<http://www.epson.co.jp/e>

About Epson Europe

Epson Europe B.V., based in Amsterdam, is the Group's regional headquarters for Europe, Middle-East, Russia, and Africa. With a workforce of 2,400 employees, Epson Europe's sales for fiscal year 2008 were 1,569 million Euros. www.epson-europe.com

About Canson

Canson is the worldwide leader in fine art paper making and manufacturing. Since 1557 papers such as Arches®, Montval®, Mi-Teintes® have become emblem brands for the most famous artists worldwide including Picasso, Matisse, Ingres, Warhol, and Goya. With the evolution of printing technologies, Canson has developed a new generation of high quality papers and canvas for professional Photography and Digital Fine Art.

www.cansoninfinity.com

About Hahnemühle

The Hahnemühle paper mill has been producing quality artist's papers for over 425 years. Since its founding in 1584 they have developed experience and a tradition of excellence in art materials that is now been brought to the digital age, and fine art Inkjet printing. The German-based company with subsidiaries in France, the UK and the USA has 180 employees worldwide. www.hahnemuehle.com

For High Resolution files, please contact us.

#

CANSON - BP 139 - 07104 Annonay France

www.cansoninfinity.com