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NEWS

CANON CANADA INTRODUCES THREE NEW PREMIUM FINE ART PAPERS IDEAL FOR PROFESSIONAL PHOTOGRAPHERS

Key Features Include Rich Colour Reproduction, Longevity and Detailed Expression of Gradation

BRAMPTON, ON., October 24, 2016 – Photographers have a wide range of paper options when printing their work and choosing the right paper to match the work is key to professional and amateur photographers alike. Canon Canada Inc., a leader in digital imaging solutions, continues to show their commitment to the professional printing market by announcing today three new Premium Fine Art papers -- Premium Fine Art Smooth, Premium Fine Art Bright White and Premium Polished Rag. Designed to produce, rich-colour reproduction, and detailed expression of gradation, these new papers will help photographers take their images to the next level and create works of art.

Premium Fine Art Smooth paper is designed to produce a deep, rich black by allowing the pigment to reside close to the surface of the paper. This line of paper separates the ink-receiving layers into a colour-reproduction layer and an absorbing layer allowing more pigment to remain on the surface of the paper for a dramatically improved colour reproduction. Premium Fine Art Smooth uses 100% cotton for the base and it does not contain lignin, a causative substance that can result in yellow discoloration. This is an acid-free paper suitable for archival prints and image longevity. Additionally, when using the newly optimized LUCIA PRO ink, users will realize deeper black density, detail gradation of shadow and increased image longevity. The new Premium Fine Art Smooth adopts "natural" for tone of colour, and "smooth" for texture of paper surface. The combination of the thickness of the paper and the soft, tender texture of cotton achieves a luxurious feeling final product. This 310 gsm paper is available in cut sheet sizes as well as 17, 24, 36 and 44-inch roll sizes.

Premium Fine Art Bright White is a high-quality, 100% cotton, acid-free inkjet paper with a bright white tone that provides more visual contrast. The very smooth and silky surface lends itself to high-colour consistency and gamut making it ideal for profound photographic prints and fine art reproductions. This 305 gsm media is available in 24, 36, 44 and 60-inch roll sizes.

Premium Polished Rag is a semi-glossy, acid-free, bright white, 100% cotton-based paper designed to meet the needs of photographers or artists using digital photographic output and computer-generated artwork. These museum-quality papers provide excellent image sharpness and superb colour gradation. They provide high-colour consistency and gamut while being free of optical brighteners. This 305 gsm media paper is available in 24, 36 and 44 and 60-inch roll sizes.

These Canon Premium Fine Art papers are now available to order.

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About Canon Canada Inc.

Headquartered in Brampton, Ontario, Canon Canada Inc., a wholly owned subsidiary of Canon USA, is a leading provider of consumer, business-to-business and medical digital imaging solutions. Innovation and cutting-edge technology have been essential ingredients in Canon's success. Canon Canada Inc. is committed to the highest level of customer satisfaction and loyalty, providing 100 per cent Canadian-based service and support for all of the products it distributes. Canon Canada Inc. is dedicated to its Kyosei philosophy of social and environmental responsibility.

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