



Press Release – May 5, 2010

Canson® Receives Prestigious TIPA award for Best Fine Art Inkjet Paper: Canson Infinity Baryta Photographique

The Technical Image Press Association (TIPA) has announced the winners of the 20th round of the TIPA Awards. Canson® Infinity's Baryta Photographique is the recipient for Best Fine Art Inkjet Paper.

Baryta Photographique 310gsm is a true Baryta paper developed for inkjet technology and optimized for pigment inks. It consists of an alpha-cellulose, acid-free, pure white paper, coated with a layer of Barium Sulphate - the same coating as for traditional silver halide - and a premium inkjet color receiver layer. This museum grade photo paper offers the look and aesthetic of the original darkroom baryta print and complies with the ISO 9706 standard for maximum longevity.

Both water resistant and instant dry, Baryta Photographique shows excellent black density and great image sharpness, making it ideal for black and white photography.

About TIPA: The best imaging products in a number of categories, released between April 1, 2009 and March 31, 2010, were selected for the TIPA Awards 2010 through independent voting by the editors of the 28 member photo magazines from 9 European countries, Canada, the United States and South Africa.

TIPA editors have been bestowing the TIPA Awards to imaging products since 1991 in order to help photo enthusiasts and professionals make the best purchasing choices. Additionally, TIPA activities include conducting surveys among the member magazine's readers, visiting companies and factories all over the world and staying in contact with research and developmental engineers in order to follow the evolution of imaging technology.

The awards ceremony is scheduled to be held in September at Photokina 2010 in Cologne Germany.

www.cansoninfinity.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 media dedicated to inkjet printing as well as a new generation of museum grade papers and canvas for Photography and Digital Fine Art.

www.cansoninfinity.com