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Canvas printing of giclee prints is one of the finest innovations in the art world in the recent past. The technology of digital photo printing has truly gone places due to some of the most remarkable changes that have occurred during the last decade. These days one can get better results due to some of the best substrates that are coated with a varnish that is scratch-proof and UV resistant. The archival and color quality has also improved phenomenally. A few discerning service providers use canvas supplied by US companies and this is decidedly a positive factor in quality control, archival properties and improved color issues though the American canvas is costlier.

The canvas printing of giclee does pose a challenge in color rendition. It must be appreciated that there is a substantial difference between the method of ink to substrate binding and reactivity. The resin coated photo papers give you more freedom with the designing of layers and compounds. However, in the case of the canvas substrates made for giclee printing, the coatings need to be prepared such that these can be placed on a canvas fabric that is after all a natural medium. Despite such issues there is a considerable interest in digital photo printing on canvas from individual customers and large resorts, corporate offices and hotel chains. This factor is driving a sustained and continuous progress in the field of canvas giclee printing.

Giclee canvas printing has a large following of loyal artists and photographers. These can profit substantially from the sale of high quality prints to interested buyers. The giclee print on canvas is very archival. It can be hung bare on the wall without the need of a glass envelope. Artists need not spend too much time and all they need to do is paint over canvas prints thereby creating masterpieces.

Digital photo printing is all set to expand even further since itâ€™s not just the collectors that are showing interest any more. The average homeowner that needs to bring some novelty to his/her walls may not be interested in copies and therefore finds canvas prints as an alternative that is reasonably priced as well as aesthetic. Giclee prints on canvas are durable too and are very close to an original in appearance. These factors help people in enjoying and appreciating art the way it was meant to be. Printing of giclee on canvas is now very profitable. There are diverse options in respect of substrates and canvas materials that are available. Truly, digital photo printing on canvas is a market that can only go up.

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