

# Distinctively Superior Heirloom Prints & Canvases



People sometimes comment: “Your items are expensive.” Our sincere (*not hostile*) reply is: “*Expensive compared to what?*” ...

There is *a lot* of confusion in the marketplace today with all the “bargain” photo prints and consumer grade canvases offered at “too good to be true” prices. As most of you know, you get what you pay for, especially here. Let’s break down what sets our heirloom prints and canvases apart from others. First, our prints are *not photo prints or lithographs*, they are properly produced Giclee’ prints, using only the best *Professional Grade* materials. It takes a minimum of 5-days to produce one paper print (not seconds or minutes like other, more economical prints). We print, cure, treat, cure, sign with metallic ink-cure, then...ship our prints.



## Old World Meets New World - Canvases

*We are producing the highest quality finished canvases in the industry.*

In today’s world of “instant everything”, it can be very frustrating at times, to let people know that when producing the highest quality canvases possible...*it takes time*. We implement “Old World” curing techniques, with “New World” materials. Our canvases take two weeks to produce, not 48-hours like the bargain/consumer grade canvases or even Pro Lab canvases for that matter. Proof? Most canvases today are turned around in 48 hours.

That is a clear fact that separates our techniques and materials from the bargain priced items.

Not saying they are bad, *but they are not the quality of the canvases we produce.*

*Here is why our canvases take so long:* **Print** (1,440 dots per inch, not 300 DPI) then place a permeable sheet over the canvas (prints as well) and do not touch! for 24-48-hours. We then apply and eco-friendly UV protective coating over the canvas (and prints) then **cure** another 24-hours. The treat-cure process is done a total of three times for canvases. The canvases are then shipped to Minneapolis where they are *hand stretched to perfection* then returned to us for signing with metallic ink, cured one last time, then shipped. Our canvases have an archival rating of 100-years when finished and carry a Lifetime Warranty against excessive fading, cracking or picking (white spots commonly appear on less expensive canvases a few years after they have been printed).

Once finished, our prints are certified to hold their color for 70-years and the canvases for 100-years.



©2014 Mark J. Harlow

[www.markjharlow.com](http://www.markjharlow.com)