

A pro's guide to photo canvas

The way for professional photographers to
get the best results out of canvas

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Photo canvas – the product

Photos on canvas belong to the category of established photo products. It has an especially classic and valuable character, due to the fact that the product's material qualities are automatically associated with paintings from museums or galleries.

It used to be exclusively ordered by professional photographers, but now in the age of digital photography it's available to individually order online. Photos on canvas still impress with their large size, high value structure and the 3D effect of the stretcher frame.

With a photo on canvas the customer has a high-class photo product, which can immediately be mounted without any special methods. Professional photographers can profit from the high value of photo canvas by enhancing the appearance of their work with this process.

Photo canvas material properties

+ Plus	- Minus
individual surface structure	printed truth to detail satisfactory
brilliant direct print	not weatherproof
eco-friendly natural product	
quality of a classic work of art	

Technical details for photo canvas

- Cotton fabric 360 g/m²
- Real wood strutted stretcher frame
- Wood profile width: 42 mm
- Frames: 20 mm and 40 mm
- Guaranteed light-resistant for 200 years
- Fire protection class: B2



Available sizes

Photo canvases are available in many different large formats, as the production process involves a large amount of manual work. As a result, special formats are available on request, which can be produced with a few days notice. All formats are available on request in centimetre steps, as long as the minimum format of 20 x 20 cm and the maximum of 300 x 140 cm are respected. The available sizes for photo canvas aren't affected by printing technology, but by the limitations of transport. Any special format is available on request: service@xxlpix.net.

Over 50 photo canvas standard sizes (available with our 24h service)

Square 1:1		Digital format 4:3		Classic format 3:2	
30 cm	30 cm	40 cm	30 cm	45 cm	30 cm
40 cm	40 cm	60 cm	45 cm	60 cm	40 cm
45 cm	45 cm	80 cm	60 cm	75 cm	50 cm
50 cm	50 cm	100 cm	75 cm	90 cm	60 cm
60 cm	60 cm	120 cm	90 cm	120 cm	80 cm
70 cm	70 cm	160 cm	120 cm	150 cm	100 cm
75 cm	75 cm	200 cm	150 cm	180 cm	120 cm
80 cm	80 cm			210 cm	140 cm
90 cm	90 cm				
100 cm	100 cm				
110 cm	110 cm				
120 cm	120 cm				
130 cm	130 cm				
140 cm	140 cm				

Portrait format 5:4		Panoramic format 2:1		Panoramic format 3:1	
50 cm	40 cm	40 cm	20 cm	60 cm	20 cm
75 cm	60 cm	60 cm	35 cm	90 cm	30 cm
100 cm	80 cm	80 cm	40 cm	120 cm	40 cm
150 cm	120 cm	90 cm	45 cm	150 cm	50 cm
		100 cm	50 cm	180 cm	60 cm
		120 cm	60 cm	210 cm	70 cm
		140 cm	70 cm	240 cm	80 cm
		150 cm	75 cm		
		160 cm	80 cm		
		180 cm	90 cm		
		200 cm	100 cm		

Production formats: minimum 20 x 20 cm, maximum 300 cm x 140 cm

Photo canvas product varieties

Photo canvas is available in 2 stretcher frame sizes. The 2 cm stretcher frame is the standard and makes up 85 % of photo canvases produced. However, for sizes upwards of 100 x 100 cm the 4 cm thick frame is highly recommended. The overall proportions of large format photos stay better intact with the so-called gallery frame.

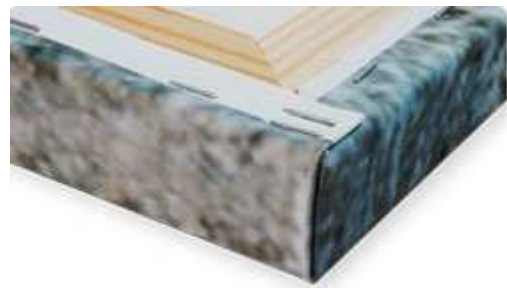
EXPERT TIP: The bigger the photo canvas, the better the gallery frame looks.

Photo canvas styles

- Standard stretcher frame: 2 cm
- Gallery stretcher frame: 4 cm



Standard stretcher frame 2 cm



Gallery stretcher frame 4 cm

Photo canvas border/frame

The photo canvas' frame is an especially attractive feature of this product. As the canvas is mounted around the stretcher frame, it's possible to include the motif on the borders. This makes it into a three dimensional work of art.

It has to be considered that some parts of the motif will bleed onto the border, because not every motif is suitable for this type of cropping. The smaller the canvas and the thicker the frame (the gallery frame is 4 cm thick), the more picture information bleeds onto the border.

If none of the picture information should be cropped, it's possible for the border to be printed black or white. The option of mirroring the motif in the border area, popular in the consumer market, is mostly unsuitable for the professional market. Mirroring can distort the

image motif in ways that can border on the ridiculous. For example a hand mirrored over the border can appear to have 7 fingers.

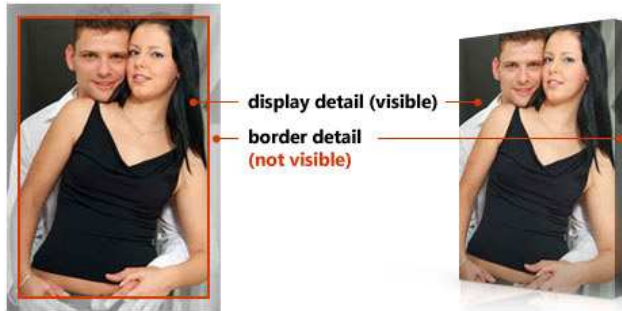


Figure: A part of the image motif is used for the border

EXPERT TIP: Plan for border allowance on choosing your picture motif. Save your canvas photo's image file in the planned print format. That way you can check the resulting print on your computer, and make sure you get the best results from your photo canvas.

You most definitely need an extra centimetre for the frame of your photo canvas, on top of the planned frame thickness. This means that for a standard stretcher frame you should allow for a 3 cm border, and for an image on 4 cm gallery frame a 5 cm border.

	Frame thickness	Border allowance
Standard frame	2 cm	3 cm
Gallery frame	4 cm	5 cm

File requirements

Because of the characteristic surface structure of photo canvas, the file requirements are lower than with other large format photo products. Photo canvas is therefore more appropriate for lower resolution than acrylic glass for example. This works to your advantage, as you're able to produce impressive large formats even with mid-level resolution.

		Pixels at 120 DPI		Pixels at 200 DPI	
		Length	Width	Length	Width
Square 1:1					
60 cm	60 cm	2800	2800	4700	4700
80 cm	80 cm	3800	3800	6300	6300
100 cm	100 cm	4700	4700	7900	7900
120 cm	120 cm	5700	5700	9400	9400
Digital format 4:3					
80 cm	60 cm	3800	2800	6300	4700
100 cm	75 cm	4700	3500	7900	5900
120 cm	90 cm	5700	4300	9400	7100
Classic format 3:2					
60 cm	40 cm	2800	1900	4700	3100
90 cm	60 cm	4300	2800	7100	4700
120 cm	80 cm	5700	3800	9400	6300
Portrait format 5:4					
75 cm	60 cm	3500	2800	5900	4700
100 cm	80 cm	4700	3800	7900	6300
Panoramic format 2:1					
80 cm	40 cm	3800	1900	6300	3100
120 cm	60 cm	5700	2800	9400	4700
150 cm	75 cm	7100	3500	11800	5900
Panoramic format 3:1					
60 cm	20 cm	2800	900	4700	1600
120 cm	40 cm	5700	1900	9400	3100
150 cm	50 cm	7100	2400	11800	3900

Supported file formats

File format	Suitability
JPEG	Highly suitable (always save at highest quality)
TIFF	Suitable (but large file sizes)
PDF	Suitable

The photo canvas production process

The photo is printed with modern LFPs (large format printers) in 8 colours directly onto canvas. The canvas has a printing width of 1520 mm and is a 15 meter long roll. After drying, the photo canvas is cut to size and then stretched onto a wooden stretcher frame by a specialist using designated tools. Depending on format and image size, different frame struts are built to stabilise the large format.

Frame size	Frame brace
< 80 x 60 cm	no brace
> 90 x 60 cm	horizontal brace
> 100 x 100 cm	cross brace
> 180 x 120 cm	double cross brace

Transport & delivery of photo canvas

Photo canvas is a sensitive product when it comes to logistics. To deliver a photo canvas over long distances, it needs to be specially packed and managed by professional logistics.

Depending on the size of the photo canvas, two different logistic systems are used for its transport. Courier services deliver photo canvases up to a maximum size of 100 x 100 cm internationally, as a 24h service if required.

Large format photo canvases over 100 x 100 cm are internationally shipped with forwarding services.

This means slower delivery times than with couriers, but it makes shipping especially large formats across Europe possible. Within Germany the service is also available in 48h.

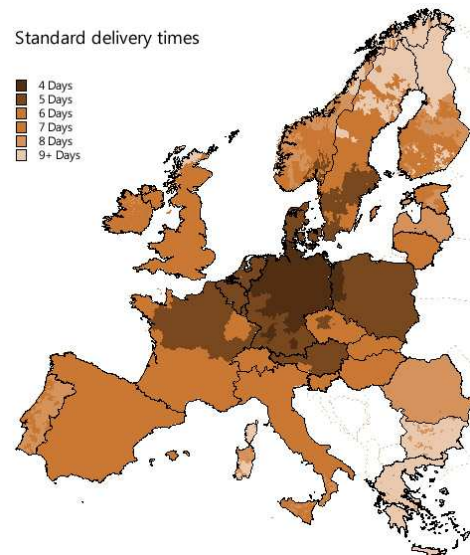


Table of delivery times in working days

Product	24h*	Express*	Standard
Canvas	1 Day	2-3 Days	4 Days
Poster	1 Day	2-3 Days	4 Days
Forex	1 Day	3-4 Days	5 Days
Acrylic glass	1 Day	3-4 Days	5 Days
Alu-Dibond	1 Day	3-4 Days	5 Days
Premium Composite	--	7-9 Days	11 Days

* 24h and express deliveries are available for standard formats up to 120 x 90 cm. The order must be received before 12:00 pm for delivery on the next working day.



Figure: 240 x 80 cm photo canvas with 4 cm gallery frame

As a registered professional photographer use this code for a 10% discount on your first order at XXLPIX, the leading producer of premium quality photo canvas products:

**10%
DISCOUNT**

Single-use code

GFPTEST10

Voucher

Only available for professional photographers. The discount will automatically be made when voucher code is used.

XXLP!X
Redeem code on www.xxlpix.net

Checklist before ordering

7 Tips

to get the perfect canvas out of your photo:

WHAT TO LOOK OUT FOR	✔ done
1. Is the image size sufficient? (See resolution table)	<input type="checkbox"/>
2. JPEG file saved in the highest quality?	<input type="checkbox"/>
3. Colour space set to RGB/CMYK or greyscale (for B&W prints)?	<input type="checkbox"/>
4. Canvas frame thickness? (standard or gallery frame)	<input type="checkbox"/>
5. Border allowance? (see tips on preparing files for canvas)	<input type="checkbox"/>
6. Is your file a standard format? (see standard formats or request special format: service@xxlpix.net)	<input type="checkbox"/>
7. When do you need your photo canvas? (24h, Express or Standard)	<input type="checkbox"/>

Do you need uncomplicated support?



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