

# Hi-Tech Photo Canvas Export Across Europe

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Software makes it easy to create impressive artistic prints from manipulated digital images. This has helped producers of quality, large format canvas printing services. FotoInsight of Cambridge is launching its online canvas service in France, Spain and is now selling in 32 countries.

Cambridge, UK. 15 July 2008. – According to FotoInsight, thousands of its online photo printing (<http://fotoinsight.co.uk/>) customers have taken advantage of its new production processes. Modern fabrics, optimised for ink absorption and long durability and standardised sizes which allow a largely automated production process result in professional quality of a high continuity and durability at lower prices.

Thousands of digital camera users have used <http://FotoInsight.co.uk> (<http://FotoInsight.co.uk/>) to have their photos printed into a photobook (<http://www.photo-book-printing.co.uk/>) or on a canvas. The product has been so successful, that FotoInsight is now extending its canvas offering to the Mediterranean countries. FotoInsight's Managing Director Klaas Brumann explains the move: "Photo canvas (<http://www.photo-canvas-printing.co.uk/>) prints are an ideal gift, but sending large format parcels is costly. FotoInsight offers direct shipment of canvases to overseas addresses, ideal for birthday or Christmas gifts. France and Spain are among the most popular holiday and retirement destinations. We expect that both our English and local language services will be popular in the Mediterranean countries.";

FotoInsight, a specialist serving amateur and professional photographers alike, prints canvas in sizes from 20x30cm (minimum resolution 800 x 1.100 Pixel) to 60x80 cm (2.500 x 3.300 pixel recommended). FotoInsight states that it uses special synthetic fibres and fade resistant "archival" inks to guarantee longevity and brilliant colours. The hi-tech inks penetrate deep into the fabric and can therefore be printed and mounted over the edges of the wooden frame. Standardised sizes allow a largely automatic production process. According to FotoInsight this ensures constant quality and long durability at lower prices for the first time.

"Quality is our priority. All materials we use are subject to extensive testing and are guaranteed by their manufacturers to last 100 years. This guarantee extends to photo printing on real photographic paper as well as to the canvas print (<http://fotoinsight.co.uk/canvas/>)", emphasises Dr. Rolf Hollander, CEO of FotoInsight's production partner and Europe's largest photo finisher.

Frame mounted canvas prints convert holiday snaps into large format artwork. The fine structure of the fabric creates additional depth, and the print extending over the frame generates a 3D effect on the wall. As the durable fabrics are fully mounted no additional frame is required, the image can be put straight onto a wall. It is a great present suitable for the home as well as the office. Photo prints

on canvas (<http://www.photo-canvas-printing.co.uk/>) are also well suited for digital art created with image editing software and filters. FotoInsight's Managing Director Klaas Brumann states: "Image editing software (<http://www.i10.org.uk/node/3231>) helps to create impressive digital art for which the output of an inkjet printer can't do justice. Digital editing software creates new, impressive applications for mounted canvases." Compared to images behind glass frames (<http://www.photo-canvas-printing.co.uk/>), a photo screen print or canvas shows more detail and a fine structure. Due to the fabric folding around the frame it also shows greater depth.

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Note to editors:

If you are a journalist and you'd like to try a photobook for yourself, please call IITM.info on 02076177469 or email [pr \(at\) iitm.info](mailto:pr@iitm.info). FotoInsight also offers special reader offers, and cover mount content opportunities.

Photo Canvas: <http://www.photo-canvas-printing.co.uk> (<http://www.photo-canvas-printing.co.uk/>)

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Information about FotoInsight Ltd

FotoInsight Ltd was founded in 2003 in Cambridge and runs an easy to use digital photo processing service, offering an extensive array of award-winning photographic print and photo gifts (<http://fotoinsight.co.uk/gifts>) as well as the photobooks (<http://www.photo-book-printing.co.uk/>), photo posters (<http://poster.fotoinsight.fr/>), photographic calendars (<http://fotoinsight.com/calendar/>) and photo on canvas printing (<http://www.photo-canvas-printing.co.uk/>). Customers benefit from patented development processes and the experience of Europe's largest independent photo lab with an installed capacity of 18 million prints per day. Photos ordered through FotoInsight are developed in one of 19 strategically located, state of the art photo labs, employing 3000 staff, with an output of over 3 billion prints per year.

FotoInsight International

UK &ndash; <http://fotoinsight.co.uk/canvas/> (<http://fotoinsight.co.uk/canvas/>)

EURO &ndash; <http://fotoinsight.com/canvas/> (<http://fotoinsight.com/canvas/>)

Deutschland &ndash; <http://leinwand.fotoinsight.de/> (<http://leinwand.fotoinsight.de/>)

&Ouml;sterreich &ndash; <http://leinwand.fotoinsight.at/> (<http://leinwand.fotoinsight.at/>)

France &ndash; <http://canevas.fotoinsight.fr/> (<http://canevas.fotoinsight.fr/>)

Espa&ntilde;a &ndash; <http://lienzo.fotoinsight.es/> (<http://lienzo.fotoinsight.es/>)

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