



Artists ask: "Which Substrate?"

How to Choose the Right Paper or Canvas for Your Giclée Prints

Wonderful images come to life when they're printed on the right surface. So at Salt of the Earth, we've taken great care in putting together a special "Artist's Choice" selection of substantial, acid-free, premier quality papers and canvas for your fine art giclée prints. You'll receive a free pack of these when you make your initial request for Salt of the Earth's information.

Deciding which surface to use for each of your images is a subjective choice, and it must be up to you, the artist. However, our long experience and understanding of what art buyers like is at your disposal. Ring for a chat - we're always happy to advise!

Below, you'll find some brief descriptions of our Artists' substrates for 2012 that may make your decision easier. And if you still aren't sure, we suggest you try a few small prints to see the full effect "in the flesh".

Getting Your Whites Just Right

Please Note: There's no white ink in the 8-colour giclée process. It's the surface of your chosen substrate that provides the white in your print. Our "Artists Choice" selection features natural whites with a touch of warmth. But if you prefer crisp, bright white accents, we can supply other papers or canvas to suit.

"Artist's Choice" Substrates

Hahnemühle German Etching 310 gsm.

Natural white with a slight "tooth", this is our most popular artist's paper. As with a good watercolour paper – which it resembles, the texture is subtle, complementing your marks or brushstrokes. Its warmth and "painterly" appearance give colours real depth. This classic paper is perfect for watercolours, pastels or acrylics, but most oils look fine on it also. German Etching has the heft to sit well within any mount, and there's no chance of buckling or distortion.

Hahnemühle Photo Rag 308 gsm

Although its name suggests photography, this is a great fine art paper. Because it's beautifully smooth, it's an ideal choice when you want every fine line or detail to look extra sharp. Pen and ink, pencil and charcoal drawings all look terrific, and if you've painted on grainy board or canvas, this elegant paper lets your chosen texture make its statement. Finally, it's a good weight for mounting and framing.

Hahnemühle "Goya" Canvas 340 gsm

The subtle satin sheen says "quality", while its natural white surface and uniform texture give colours plenty of "oomph". Because it's made of tough but flexible polycotton, Goya is excellent for stretching. Choose it for giclées from oils, acrylics or mixed media artworks. Note: While Goya is durable and water-resistant, consider a protective spray coating after your print has been stretched to protect further against damp and UV light.

New for 2012 Hahnemühle "Monet" Canvas 410 gsm

Introducing a really big-hearted, completely matt canvas to please all of you who have pestered us to stock one. Monet is natural white with a fine weave and produces a slightly more subtle range of tonal values than Goya. Probably the closest canvas to the prepared surface you paint on. Great for acrylics, gouache or pastels, where matt is the order of the day. An extra bonus: Monet has high water/damp resistance.