



Photographers 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 "Photographer'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 them when you make your initial request for Salt of the Earth's information.

Deciding which one to use for each of your images is a subjective choice, and it must be up to you, the photographer. 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 Photographers' 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 "Photographer's Choice" selection features bright whites for optimum colour or grey scale magic. But if you prefer natural, warm white accents, we can supply other papers or canvas to suit.

"Photographer's Choice" Substrates

New for 2012 Fotospeed PF Lustre 270 gsm

You'll love this classy, neutral white photo paper for its subtle sheen and its satisfying weight. The lustrous pigment-friendly coating on a bright white base turns up the "zing" in both monochromes and colour shots.

New for 2012 Fotospeed Matt Ultra 240 gsm

By popular demand, we're pleased to introduce this versatile, perfectly matt photo paper. It's a proper bright white with a quality feel, and especially good value for money!

Hahnemühle Photo Rag Bright White 310gsm

This 100% cotton paper has a good "hand" that shouts quality. Its added brighteners give the paper a sharp white finish, so monochrome contrasts and colours sing. The substantial weight makes framing easy, and it's never going to buckle or distort.

Hahnemühle "Daguerre" Canvas 400gsm

We hunted for ages to find this heavy-duty, perfectly matt canvas with its chalky white surface and very fine texture. And we rejected all the wimpy alternatives that would have cheapened the look of your work. This brilliant polycotton mix has both strength and "give" enough to lend itself to easy framing or stretching. 'Gallery-wrap' on Daguerre looks sensational; that's where we digitally sample the main image to extend its colours around the sides of your canvas. We recommend protective spray after stretching to protect both the print area and the rest of the exposed canvas.