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Canson Infinity Announces Partnership with Alan S. Maltz



Canson, worldwide leader in Fine Art paper production, has partnered with Alan S. Maltz, renowned Fine Art Photographer, to promote its new range of inkjet Fine Art and photo papers, Canson Infinity. Maltz is one of three high-profile artists who has teamed up with Canson throughout the development and testing of the new range.

"We loved Alan's work the first time we saw it," says Heidi Vincent, Canson International Product Manager for Digital Fine Art and Photo. "We seemed to have the same philosophy about quality and precision and he was very open-minded about working with us to improve our products. His expertise and recommendations were indispensable in finalizing our papers."

Canson Infinity was officially launched in the United States at the International Art Materials Trade Association (NAMTA) convention and trade show in Reno, Nev., May 1-3, where a selection of Maltz's prints were displayed. Maltz's work first appeared for Canson earlier this year in Frankfurt, Germany, at Paperworld, the leading international trade fair for office products, stationery, school supplies and graphic arts materials. Four of Maltz's images will be displayed in large format on the new papers at Canson's booth at Photokina Sept. 23-28 in Cologne, Germany.

The new Canson Infinity range includes 14 different media to address all digital photographer and printmaker needs. The products offer a choice of four different surface structures: smooth, ultra smooth, textured and canvas.

"I am honored Canson selected me for this partnership," Maltz says. "I believe our mutual efforts in striving for the utmost in artistry and quality will set a new industry standard for media used in Digital Fine Art printing."

Maltz's image titled "Free Spirit" is featured on all Canson Infinity's packaging. A collection of his work also appears on Canson Infinity's sales brochures and website, along with his biography, thoughts about his work printed on the new papers and details of upcoming events, exhibits and awards received. Visitors can also link directly to Maltz's own website (www.alanmaltz.com) from cansoninfinity.com.

Maltz is the Official Fine Art Photographer for Florida and the Official Wildlife Photographer of Florida. He is the author of several award-winning art books, including "Key West Color," "Miami City of Dreams" and his most recent "Florida ... Beyond the Blue Horizon," which was selected as the Official Coffee Table Book of Super Bowl XLI. His fifth book, "Visions of Beauty: The Beaches of Fort Myers and Sanibel" will be published in the fall of 2009.

The new Canson Infinity papers will be available in the United States this summer.

For more information, visit www.alanmaltz.com and www.cansoninfinity.com.