

# The Ortashi Gallery Quality Difference

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**We provide exceptional value from an experienced professional Artist**

## Print Production Process

**Our images are printed at the highest resolution using custom profiles, printing on-site to achieve accurate colours and neutral black and whites.**

*Note: Images printed using 'generic' canvas settings produce inaccurate results. Other Artists may use cheap canvases and print at lower resolution and by doing so provide inferior prints.*

## Canvas Quality and Longevity

**Our canvas is certified 'Archival Quality' by the 'Fine Art Trade Guild'. It is a superior canvas, has exceptional colour reproduction qualities. Unlike cheaper canvas it does not contain whitening agents ensuring the image remains consistently true over time.**

*Note: Canvases using whitening agent eventually discolour.*

*Note: Companies offering very fast turnaround times are not allowing canvases to 'outgas' canvases require a minimum 24 hours to allow water to evaporate from the ink during the drying stage, prior to varnishing.*

## Canvas Protection

**We use Museum Grade Varnish that soaks into the canvas offering superior protection from moisture and scuffs. Our Matte Varnish gives a superior finish. Gloss and Satin finishes are also available.**

*Note: Cheap Canvases are heat sealed; this does offer good protection but always has a semi-matte finish and visible film coating.*

## Stretcher Bars

**Our stretcher bars are solid laminated pine, ensuring they are light enough to hang on standard picture hooks but are heavier, more robust and are a better quality than the cheap 'fir bars' often used.**

## Finishing

**Our canvases are carefully finished with framing tape and felt bumpers and fitted with a custom steel hanger compatible with standard picture hooks.**

**As a valued customer you will receive an Archival Quality Fine Art Canvas produced using premium quality materials.**