

Media Specifications - Explained

Base Composition: Refers to what the substrate (base) is made of. Cotton is prized for its structural stability and excellent color retention, while polyester ensures crack free stretching of canvas. Alpha cellulose, which is made from wood pulp, is highly formable and makes an excellent base for photo papers and a variety of fine art papers.

Texture: This refers to how smooth the surface of a canvas or paper appears. Canvas texture is foremost determined by weave and composition of the base material. Fine Art Paper is largely divided into two categories: Smooth and Textured. Although the designation "Smooth" is a largely homogenous classification, there can be great variation between Textured Fine Art Papers.

Finish: Gloss. Satin. Matte. Typically, a product with a GU of 0-4 is considered Matte, 5-8 Satin, and 9+ Gloss.

OBA: Optical Brightening Agents (*Optical Brighteners*) are fluorescent molecules added to the inkjet coating of fine art media to enhance the whiteness and brightness of the product. Effective though these additives may be, OBA's have a short usable life after which they "burn out," leaving the media permanently yellowed and faded. (*Non Archival*)

GSM Weight: Grams per Square Meter, this measurement represents the total weight of a one-meter by one-meter square of a given substrate. The higher the number, the heavier the material.

Caliper: Measured in mils/mm is used to demarcate the thickness of a media.

Opacity: The measurement of how impenetrable to light or see-through a product is.

CIE L*a*b*: L*, a*, and b* refer to distinct measurements that help us determine the absolute color of the media. The L* value measures luminance/lightness on a scale from 0 (black) to 100 (white). The 'a' and 'b' values measure Colour with 0 being neutral; a* measures the red/green value and b* measures the blue/yellow value.

Gloss Level: Gloss Level rates the sheen or how light-reflective. Typically, a product with a GU of 0-4 is considered Matte, 5-8 Satin, and 9+ Gloss.