

## **Innova puts JetMaster Paper in the frame!**

Innova Art's biggest success of the past 12 months has been the JetMaster display system. A tough, lightweight and stylish gallery wrap that can be assembled in minutes; the winner of the much coveted Innovation Award at the 2011 UK Art & Framing Industry Awards.

The JetMaster frame comprises a pre-cut, laminated self-adhesive board to which a paper or canvas print is pressed, then trimmed and folded to make a 3D gallery wrap print.

Now, Innova Art is broadening the brand with the launch of the JetMaster paper, newly developed to enable perfect prints for the JetMaster system, time after time.

***“As a supplier of premium digital media for the fine art market, we are experts in helping our customers create that ‘gallery’ look,” said Mike Ramos-Gonzalez, Innova Art MD. “The JetMaster paper takes the display system a step further: a carefully tailored solution that means JetMaster prints look even better, are even easier to produce – and can cost less too.”***

The JetMaster paper has been specially developed to allow the print to stretch without cracking as the 3D frame is assembled. Its unique pliability produces perfect finished corners and the paper has the strength to withstand being peeled back and repositioned if necessary. The JetMaster paper is available in two finishes, one Smooth the other Embossed to replicate the surface texture and appearance of canvas.

Innova Art is long renowned for the image quality of their media and the JetMaster paper is no exception.

***“We have applied our knowledge supplying the top end of the art market and applied it to a product with a much wider industry application,” says Gonzalez. “The JetMaster paper has the look, feel and archival quality of traditional fine art products. It offers outstanding print quality yet it has all the flexibility that a JetMaster user is looking for and is much, much cheaper than many of the alternatives.”***

The JetMaster display system has been an immediate hit in those busy production environments seeking innovation, quality and consistency at the lowest possible cost. The incorporation of the JetMaster paper range enhances those benefits still further. The paper will be available in A4 and A3 Plus sheet formats and a variety of rolls.

### **Available Now! Free On-Line Print Utility**

To assist our customers in making the perfect JetMaster frame we have created the On-Line Print Utility for all frame formats within the Jetmaster range. The print utility enables users to make a professional gallery wrap without the need for photoshop or other proprietary software.

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