

# Premier Imaging Products and Wilhelm Imaging Research Announce Comprehensive Testing of PremierArt Generations Fine Art Papers and Canvas

*PremierArt™ Generations fine art paper and canvas in combination with PremierArt protective coatings are currently being tested with ALL major fine art inkjet printer platforms.*

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**For Immediate Release**

Premier Imaging Products and the Wilhelm Imaging Research (WIR), the world's leading independent print permanence testing laboratory, have jointly announced that the new PremierArt Generations family of fine art papers and canvas are currently being tested with all three major pigmented ink systems; Epson UltraChrome K3 Inks With Vivid Magenta, Canon LUCIA Pigment Inks, and HP Vivera Pigment Inks With Chromatic Red.

In addition, WIR is testing all of the media and ink combinations with the PremierArt line of protective coatings, Print Shield and Eco Print Shield.

The Premier Imaging Products line of protective coatings has been engineered specifically for the inkjet media, and offers a complete solution of matched media and environmentally friendly print coatings. Premier was the FIRST company in the industry to offer a fully-tested combination of inkjet media and protective coatings and today is the ONLY company to provide WIR test data for its fine art media WITH its protective coating products applied.

Research at WIR has shown that many commercially available coatings have unfavorable reactions with inkjet media that results in yellowish staining and other discoloration both when exposed to light on display and when prints are stored in the dark. Each ink, paper or canvas, and protective coating combination reacts differently and it is essential that they be evaluated with all five of the print permanence tests employed by WIR: 1) light stability on display; 2) stability in dark storage; 3) resistance to atmospheric ozone; 4) resistance to high-humidity environments, and; 5) water resistance.

All prints that are displayed without being framed under glass or acrylic should be coated to protect delicate print surfaces from discoloration and physical damage caused by contaminants in the air such as cooking fumes, cigarette smoke, insect residues, and surface physical damage, as well as the damaging effects of UV light that may be present.

Because canvas prints are normally displayed without framing under glazing, it is especially important that canvas prints be coated to protect them from harm on long-term display. WIR's comprehensive test data allows photographers and printmakers to select the most stable paper/ink/coating combination for their needs and will allow them to sell their images with complete confidence that their images will last for generations.

There are currently no ANSI or ISO standards for testing the permanence of digitally printed photographs and fine art reproductions, and WIR's comprehensive test methods have become the de facto standard in the industry and have been adopted by Epson, Hewlett-Packard, Canon, and many other companies.

Information on Premier's Generations line of products can be found at **[www.premierart.info/Generations](http://www.premierart.info/Generations)**

**About Premier Imaging Products:** Premier Imaging Products is a leader in providing digital media and finishing solutions for the inkjet printing industry, and is committed to developing enhanced-permanence products for the fine art digital printing world. More information is available at <[www.premierart.info](http://www.premierart.info)>, or contact Senior Product Manager, Greg McCoy, at [info@premierart.info](mailto:info@premierart.info).

**About Wilhelm Imaging Research:** Wilhelm Imaging Research, Inc. has for over 35 years conducted research on the stability and preservation of traditional and digitally printed color and black-and white photographs and motion pictures. As an independent testing laboratory, WIR publishes brand name-specific, comparative permanence data for inkjet printers, silver-halide prints, and other imaging systems. More information about Wilhelm Imaging Research is available at [www.wilhelm-research.com](http://www.wilhelm-research.com).