

# MASTERCRAFT: A MARQUE OF QUALITY

Print photography: © Sascha Hüttenhain - Canon Photographer

Canon



Canon

# MEET MASTERCRAFT

Since its founding, Canon has led the imaging field, from the analogue era through to today's advanced digital marketplace. Nowadays, smartphones have made it easier than ever to capture and share memories. But imagery viewed on a small screen can never match the inspirational power of beautifully printed work.

Canon is elevating the value of printed photography with the launch of Mastercraft, bringing the full emotion and storytelling ability of professional prints to a bigger audience. By recognising and certifying photographic artists who demonstrate an uncompromising commitment to quality, Canon is championing the irreplaceable culture and art of photography. As a leader in imaging, this is our mission – and our passion.

Mastercraft is a certification awarded to qualified print service providers and professional photographers who print their photos using the certified print workflow. It sets the benchmark for the highest standards for professional photographic printing and the marque of superior quality for photographers. So when you see the Mastercraft logo, you can be confident that the print was produced with no shortcuts.



# THE MASTERCRAFT WORKFLOWS

To ensure high-quality prints regardless of your camera brand, editing software, or the workflow used to prepare your images for printing, choose a certified professional print service provider or photo lab. You can share your images with them for printing in any of the major file formats such as .jpg or .tiff – just like you normally would. They will then print following the certified print workflow using Canon imagePROGRAF PRO series printers and certified media, achieving the highest possible print quality.

If you're a Canon EOS camera user, you can print photography in the RAW format to gain additional benefits from Canon's unique Crystal Fidelity workflow, taking full advantage of the data and high dynamic range. Edit your photography in the RAW format using Canon's Digital Photo Professional software, sharing it with your Mastercraft-certified print service provider. Be sure to activate the "HDR PQ MODE" in the software before you start editing it to enable the high dynamic range. Finally, printing with a Canon imagePROGRAF PRO series printer completes the Canon ecosystem, delivering gallery-level results..



Framed photography: © Jan Stria – Canon Ambassador (left), © Alicja Zmysłowska– Canon Photographer (right)



# BRING YOUR VISION TO LIFE WITH HIGH-QUALITY PRINTS

## Why print in the highest quality?

Printing a photograph to the highest quality standards breathes new life and reveals fresh perspectives to a photographer's work.

Professional large format prints that fully showcase every fine detail and nuance in an image make it easier to appreciate the composition, scene, colour accuracy and sharpness.

Premium-quality prints bring new levels of immersive experience, helping connect, relive memories or get lost in the storytelling of an image.

## What do photographers say?

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"I deeply believe in the power and importance of printing photographs... **printing allows me to preserve the memories, emotions, and stories I capture, ensuring they remain meaningful and timeless.** Canon's printing solution always gives me the best experience, the exceptional quality prints not only preserve the emotion and artistry of my work, but also add significant value to my business."

© Sanjay Jogia – Canon Ambassador Emeritus  
[eyejogia.com](http://eyejogia.com)





"My specialty lies in creating artistic fine art black and white images with a strong focus on intricate detail. I love working with deep blacks and bright highlights, balancing shadows and highlights carefully. The combination of Canon's high standard printing platform with fine art paper **ensures that the black areas are purely black**, giving the final result a sharper and tighter feel. **It brings out the sharp edges and creates a powerful visual impact that defines my style.**"

© Alicja Zmysłowska – Canon Photographer  
[alicjazmyslowska.pl](http://alicjazmyslowska.pl)



"Printing photography is essential for any photographer... to experience our work in incredible detail and precise colour reproduction.... **Prints of the highest standard produced through Canon's platform reveal the true essence of my images**...and enhance the viewer's experience, creating a sense of depth and three-dimensionality. **Each print captures the emotion and intricacies of my work, making the art of printing irreplaceable.**"

© Cem Talu – Canon Ambassador  
[www.canon.co.uk/pro/ambassadors/cem-talu/](http://www.canon.co.uk/pro/ambassadors/cem-talu/)



"I am fascinated by the play of light and shadow – it is the heart of my visual language... I don't make any compromises when it comes to the print result. Canon's advanced printing technology always exceeds my expectations to achieve the highest quality prints, **creating impressive depth, precision, and durability.** Especially the rich, deep black tones bring my subjects to life, turning every image into a masterpiece."

© Sascha Hüttenhain – Canon Ambassador  
[huettenhain.com](http://huettenhain.com)

Imagery shot by Canon Ambassador photographer Clive Booth as part of a project for Birmingham Royal Ballet's groundbreaking RED-D research for the wellbeing of their dancers. Find out more by searching "The Silence After Applause, Clive Booth."



# MASTERCRAFT STANDS FOR QUALITY

Photographers pour a lifetime of skill and passion into creating stunning works. But traditionally, they have had far less control over how their work is brought to life in print. In turn, print service providers that operate at the highest levels of service provision often go unrecognised for their efforts.

With Canon's Mastercraft print workflow, photographers (and other artists who buy print) can work with certified print service providers with exacting standards and workflows – secure in the knowledge that the results will reflect Canon's long and distinguished imaging heritage.

**Visit the Mastercraft website to find a certified print service provider near you.**





# CHOOSE PREMIUM MEDIA FOR PREMIUM PRINTS

**The finest quality prints demand the finest media.**

Look for our certified media suppliers:

**Canon**

**CANSON®**  
INFINITY



**Hahnemühle**

## **The marque of quality: Mastercraft logo**

As a testament to the quality of the print production process, Mastercraft prints will carry the Mastercraft marque (logo), either as an embossed identifier on the outer edge of the print, or stamped 'en verso'.





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