

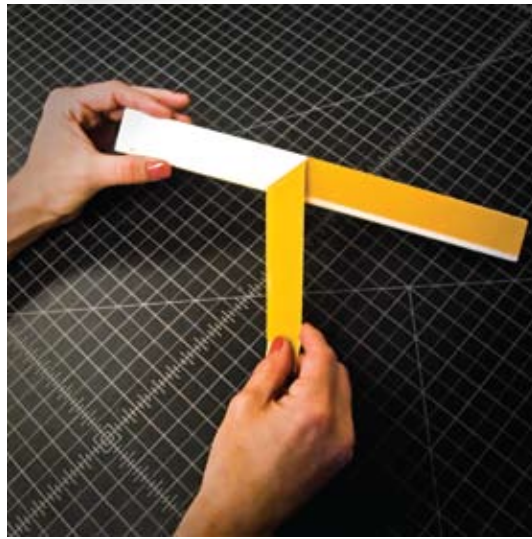
Create Hahnemühle's Pro-quality Gallerie Wraps in 5 Minutes or Less!



"I never would have thought that making quality gallery wraps in-house could be this fast and simple. Best of all, I have total creative control, I can produce them in five minutes or less and they cost a fraction of what I was paying for comparable outsourced wraps."
—Bryan Linden, Linden Photography and Design



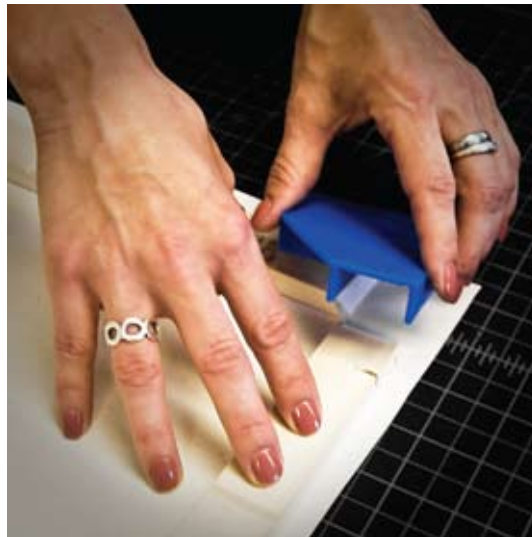
Top: Supplies
Above: Finished print



Step #1: Peel off the yellow protective strips to expose the adhesive on the bars and insert them, adhesive side up, firmly into the reusable positioning corner jigs.



Step #2: Flip the frame over and position it over the back of the print in the desired location, then push down firmly on the bars to adhere them to the back of the print.



Step #3: Remove the corner positioning jigs by pulling up while holding the stretcher bars down.



Step #4: Trim the excess print material flush with the outside edges of the stretcher bars using a sharp utility knife.

Canvas gallery wraps have become the hottest thing in digital print presentation formats. Virtually every online lab offers them in a wide range of sizes and the quality is excellent. All you do is email them your image file and specs and wait a week or so to have the finished wrap delivered to your door. So, you may ask, why would I want to make my own? Up until recently, the answer would have been that you wouldn't. Now, however, there are three new "do-it-yourself" wrap systems from Hahnemühle that should give you plenty

Hahnemühle naturally recommends using its canvas materials, which are excellent, but any good quality canvas print material will work. Because of the obvious three-dimensionality of wraps, you need to build-in enough peripheral image area on your print to cover the depth of the stretcher bars (the wrap-around part) and allow some bleed for trimming.

of reasons to reconsider.

Hahnemühle's new Standard Gallerie Wrap, Gallerie Wrap PRO and Gallerie Photo Wrap systems allow you to make custom-quality canvas wraps, in-house, in under five minutes, for approximately half of what you'd have to pay an online lab and, there are no shipping or handling charges. Even more important than the substantial time and money savings, however, is the fact that you have total in-house creative control of the entire process from print to finished wrap.

The Standard Gallerie Wrap

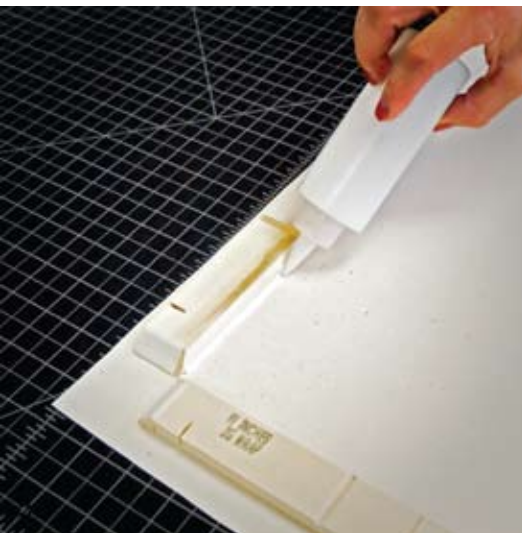
and Gallerie Wrap PRO systems are made up of easy-to-use fastening components, positioning corners and stretcher frame bars. The Standard Gallerie Wrap bars are 1¼ inches deep and are available in lengths from 8–24 inches. The PRO system bars are 1¾ inches deep and available in lengths from 8–60 inches. Standard system bars come packed 20 to a box, the PRO system eight to a box. The various length bars within each system can be mixed and matched to form a wide range of popular image formats.

Hahnemühle also markets smaller-format kits called Gallerie Photo Wraps. These are designed for hobbyists and photo enthusiasts and do not require the use of positioning corners. Each kit contains everything necessary to make one 8.5x11-inch or one 13x19-inch wrap, including two sheets of Hahnemühle's superb Daguerre 400gsm or Monet 410gsm canvas.

For this how-to demo, we used the Standard Gallerie Wrap components and assumed that you are already an accomplished printer with some experience printing on canvas digital media. Hahnemühle naturally recommends using its canvas materials, which are excellent, but any good quality canvas print material will work. Because of the obvious three-dimensionality of wraps, you need to build in enough peripheral image area on your print to cover the depth of the stretcher bars (the wrap-around part) and allow some bleed for trimming.

With the 1¼-inch-deep Standard system bars, Hahnemühle recommends that you make the print 3 inches wider and 3 inches higher than the finished wrap size. For example, if the finished size of the wrap is to be 11x14 inches, you would make the print 14x17 inches. There is also the option of cropping and sizing the image to fit the front display area (11x14 inches for example) and adding black, or select cloned portions of the image to fill out the 14x17-inch print and form the top, bottom and side sections. After you work with these a bit, the three-dimensional design opportunities they present start to look really exciting.

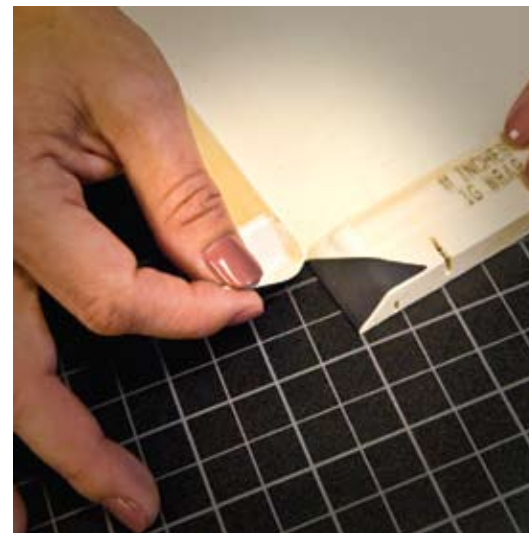
If you or your clients are into canvas wraps, then Hahnemühle Standard Gallerie Wrap, Gallerie Wrap PRO and Photo Wrap systems are definitely worth looking into. Visit www.hahnemuhledirect.com for more information.



Step #5: Run a small bead of pH-neutral glue along the inside of the bars.



Step #6: Cut outward through the corner material at a 45-degree angle from where the bars meet.



Step #7: Fold the pieces firmly back onto the adhesive-coated beveled ends of the bars.



Step #8: Pull the bars up to close the frame, insert a staple into the slots and push or hammer the staple flush with the surface of the wood. Repeat on all four corners.



Step #9: Insert tensioners into slots at all four corners and be sure they are not touching the back of the print material.



Step #10: Flip over the piece and admire your finished wrap!