



Announcing: The Death of the Darkroom

DALTON, MA – February 1, 2006: Crane & Co., the worldwide leader in 100% cotton papers, announces the official launch of Museo® Silver Rag™ paper at the Photo Marketing Association International (PMA) trade show February 26 – March 1 in Orlando, FL.



Museo® Silver Rag™ digital fine art paper was designed with fiber based photo paper and a fine art photographer in mind. It has the semi-gloss look of a traditional air dried fiber print with the feel of a fine cotton paper and the image quality rivaling market leading photo quality inkjet papers. Manufactured to archival standards, Museo® Silver Rag™ is for use with pigmented inkjet inks. It gives exceptional print performance for both B&W and color imaging.

Skillfully crafted using innovative technology, Silver Rag™ achieves print density levels and a tonal range previously unheard of with rag papers. Combined with its tough surface, quick dry-time, and outstanding water resistance, this paper gives users several more reasons to sell off the darkroom equipment.

Independent beta testers provided extensive feedback including comments such as "Wow", "superb Dmax", "very beautiful paper", "awesome feel", "totally blown away by the color", and "it's the best paper I've used". One photographer lamented that this product would mean the death of the darkroom.

Silver Rag™ has a weight of 300 gsm and will be available in both sheets and rolls for desktop and wide format printers. Sheet sizes range from 8.5 x 11 to 35 x 47. Rolls will be available in widths from 17" up to 50". Printer profiles are available on this site.

Museo® Silver Rag™ will be available for sale immediately following the PMA show from a wide range of authorized resellers. For more information about Museo® Silver Rag™ and the full portfolio of Crane's Museo® Digital Printmaking Papers, please click the appropriate product tab.

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Crane & Co.
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