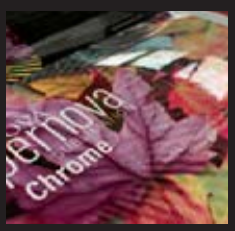
INNOVA
MORE THAN PAPER

Innovation News

Coming of Age Issue

FESPA GLOBAL PRINT EXPO
Amsterdam
12-15 October 2021

INNOVA Supernova SUBLIMATION



…Out of this world Colour Quality
The New Innova Supernova Sublimation range: three products specifically for dye-sublimation printmakers looking to create fine art and photographic prints.



Life after lockdown:
Innova Art is coming of age as they enter their 19th year and are going from strength to strength. ISO 9001 and FSC® Chain of Custody certification have shown how Innova Art is committed to supporting a sustainable future for all.

NEW! STARLITE SUBLIMATION
A new range of textile sublimation papers providing many options for textile sublimation applications in fashion, textiles and signage. The papers provide a highly stable surface to print using dye-sublimation inks.

Editions Fine Art by Innova | Photo Art by Innova | Canvas by Innova | Graphic Art by Innova | Olmec by Innova | JetMaster | YouTac | GOframe | Pinchbook™

www.innovaart.com



The Great Wave off Kanagawa by Hokusai



Print More With Innova Art



© Zalfa Imani on Unsplash.com

You Love Paper

Artists love paper because it makes moments last. It's the way we've shared images for centuries. Prints of Hokusai's Great Wave about to curl and crash and Robert Doisneau's endless Kiss by the Hôtel de Ville will never lose their fascination. We'll never stop wanting to look at them.

Art on paper is an enduring legacy, built for the future.

At Innova Art we love paper too – its history and durability, its variety of weights, textures and tones. And as the first digital fine art paper company founded this century, at Innova Art we do everything we can to tailor the very latest contemporary printing processes to centuries-old papermaking traditions.

When you make Innova Art prints of your images – your drawings, paintings, photographs, digital renders – you create an audience for them. They're not a thousand or more swipes away on your tablet or phone, or lost to a portfolio or web archive.

In a frame, in an album, displayed on a wall, your images, printed to perfection, have an audience. They're the shared focus of attention, always catching the eye and drawing admiration.

Prints on paper create an emotional charge in the way images on a screen never can, says the international photographer and curator Martin Vegas. In recent years, Innova Art has worked with Vegas to print images from the digital portfolio Atlas of Humanity – of hundreds of images presenting our planet's cultural diversity.

"Photographic prints are moving and mesmerizing," he says. *"They make a deeper connection to our brains and ours souls, especially now when everything is virtual, from friends to photography. In my view, a photograph is a virtual memory until it is printed."*

"And don't forget," Vegas adds, *"printing your work future proofs it. There's no guarantee that tomorrow's computers will be able to display today's photos. History shows that print on paper is how future generations will discover and truly experience art."*

We live paper

At Innova Art, we help you produce perfect prints. We continue to work with many printer and software companies to make sure we can achieve optimum print quality. on our papers. Innova Art has built a comprehensive range of ICC profiles. The result is amazing images on Innova Art media, time after time.

Innova Art ensures your images live on by adhering to the highest possible manufacturing standards. Our premium papers, made from 100% cotton rag, are fully archival. The woodpulp in our alpha cellulose papers is scrupulously sourced. Innova Art is a member of the Fine Art Trade Guild's ArtSure™ scheme and the ArtSure™ logo on prints on our media demonstrates that they comply with the scheme's stringent standards on lightfastness and permanence.

It's this painstaking approach has made Innova Art a multiple prizewinner, the recipient of awards from the Technical Image Press Association (TIPA), the Digital Imaging Marketing Association (DIMA), the Fine Art Trade Guild and many more.

And we prize the world around us too. It's matters to us that our raw material, paper, is fully recyclable.

We Live Paper

But it's also important to us that we are part of the worldwide conservation effort, helping to protect and preserve the environment.

Many of our papers are FSC®certified, which guarantees that wood in our products is harvested from a well-managed forest, with an audited chain of custody running from the forest floor to the customer.

This kind of sustainable forest management is backed by the World Wildlife Fund for Nature, which has shown how sustainable forests help protect vulnerable forests from illegal logging, encroachment or conversion to farmland.

Over 90% of the European paper industry's wood fibre originates from within Europe, a region where more than 70% of the forest area is certified as being well-managed. The net annual growth of forests areas in all European regions exceeds fellings.

How does the mobile in your pocket compare?

Let's print

Art adds to life. Print more with Innova Art. It's the future.

www.atlasofhumanity.com







© Various photographers: www.atlasofhumanity.com

NEW Innova Supernova Sublimation for Fine Art & Photography

…Out of this world Colour Quality

Born out of an electrifying moment between our product development team, the Innova Supernova Sublimation range was sparked by a simple question. Why are there no dye-sublimation surfaces specifically for fine art and photographic prints? Taking all their years experience in creating inkjet fine art print surfaces, our team set out to change this. The result was Innova Supernova Sublimation: three products specifically for dye-sublimation printmakers looking to create fine art and photographic prints.

Inspired by the epic transformations which take place in deep space, Innova Supernova is as powerful and luminous as any stellar explosion. Utilising Innova Supernova Transfer Paper you can create cibachrome style photographic sublimations onto Innova Supernova Chrome. Or focus on the darkroom feel with baryta style fine art prints sublimated onto Innova Supernova Baryta. Each sublimation receptive substrate encapsulates the pigments within the surface: creating prints capable of representing millions of colours at a precise point in time. Whichever Innova Supernova Sublimation surface you choose, your images will go out into the world with a bang.

Innova Supernova Transfer Paper
190gsm Dye-sublimation transfer paper for dye-sublimation displays with a smooth bright white surface. High ink load capacity in printing and high ink release level during heat transfer.

Innova Supernova Chrome
Flexible, dye-sublimation receptive PET film for large format, hard wearing displays. Smooth high gloss bright white surface, for use with prints produced on Innova Supernova transfer paper. Scratch and solvent resistant, ideal for cibachrome style photographic prints, backlit displays, roller banners and flexible signage.

Innova Supernova Baryta
Flexible, dye-sublimation receptive alpha cellulose paper for large format, hard wearing displays. Smooth high gloss bright white surface, for use with prints produced on Innova Supernova transfer paper. Ideal for long term large format gallery displays, baryta style limited or open edition fine art and photographic prints, printed memorabilia and collectors items.



NEW Starlite Sublimation for textiles

STARLITE SUBLIMATION



Launched in February 2021, Starlite Sublimation is a new range of textile sublimation papers developed and distributed by Innova Art, providing many options for textile sublimation. The papers provide a highly stable surface to print using dye-sublimation inks. Ideal for creating dye sublimated fashion, sportswear, home textiles, hard substrates or soft signage. Each product in the range comes with a reputation for high quality reproduction as part of the heat transfer process.

www.StarliteSublimation.com | info@StarliteSublimation.com



Classic Transfer Paper:
High speed printing, fast ink drying and a low cockle surface for complete contact when sublimating via a calender or flatbed heat press.

SportsTack Transfer Paper:
Specifically designed for stretchy polyester fabrics used for sportswear and fashion. This dye sublimation transfer paper sticks lightly to the sublimation receptive surface using thermal technology, preventing ghosting and ensuring high performance when producing detailed designs.

SuperSpeed Transfer Paper:
This next generation dye sublimation paper features an ultra fast drying microporous coating, compatible with the fastest industrial print machines. Providing the ultimate reproduction consistency across a wide range of polyester, polyester-mix and polyester-coated surfaces.

Life after Lockdown



While 2020 brought with it challenges and uncertainties never before experienced in our lifetimes, Innova Art Ltd, were determined not to allow the COViD pandemic to hold us back. So, once we took care of the related health & safety requirements, we committed ourselves to pushing forward to realise our intended vision.

"We used the slower moments of the pandemic to take a long and hard look at our own organisation and visualise the business we really want to be, thereafter we fully initiated the steps required to move us towards the vision we created."
Commented Nevelle Bower, Innova Art Ltd CEO.

The first step in this direction was to notice that, as we enter our 19th year in business, we have become, an industry leading manufacture of digital fine-art and photographic media with a high-quality sheet and roll converting facility. Therefore we took the initiative to expand and increase our capabilities in order to offer our experience and services to others. We added 6 new machines and have increased our production capabilities from 2000 finished rolls per month to 12000, with sheeting and packing potentials up more than 100%.

Innova Art takes its social responsibilities seriously, and so in addition to the 100KW solar panel system installed at our production facility to reduce our carbon footprint,

We are growing responsibly

Innova Art is committed to supporting a sustainable future for all. In order to bring our attention to the forestry commissions and further our environmental story, Innova Art has undergone FSC® Chain of Custody certification for the relevant products and is actively seeking other exercises that will benefit society.
Furthermore, during the pandemic we focussed on our commitment to quality by expanding on an already well established "Lean thinking" and "Lean management" philosophy by working towards, building, and ultimately achieving the prestigious ISO 9001 certification for Innova Art Ltd.

Forward to the Future

Innova Art Ltd. has a progressive attitude, and a hunger to succeed now and in the future. We recognise that the future is always just in front of us and we are clearly focused on the next steps as we continue to expand and build a future able to realise the potentials ahead of us.
There are exciting new products on the horizon, our vision for an eco friendly future whilst preserving the beauty and wonder of the printed form in a sustainable way will ensure the printed art form should not be lost.

We have grown up and are striding forward into our future! We hope you will join us….





Innova Art's Production facility in Andover, UK.

FSC® Acredited Papers

Many Innova Art Products are now FSC® Chain of Custody Certified.
We have been working with certified base products for many years. Achieving Chain of Custody certification for coated products seemed like a natural progression. From April 2021, some products manufactured by Innova Art have been awarded FSC® certification. Working in partnership with the Forest Stewardship Council®, Innova Art developed standards which ensure products made from FSC® certified base materials maintain that certification all the way through to the finished box.

Preserving the worldwide forests through responsible management, FSC® certified products must meet key criteria for environmental, social and economic management practices. This includes everything from the way that trees are felled to the rights of indigenous people who live in or rely on the world's forests. Every product displaying the FSC® logo (FSC® C167261) can be traced back to the original source.

All our certified products listed below are made using a mixture of materials from FSC® certified forests, recycled materials, and/or FSC® controlled wood. By purchasing these products you are helping to support responsible forestry.

Soft Textured Natural White 315gsm IFA-012
Rough Textured Natural White 315gsm IFA -013
Soft White Cotton 280gsm IFA-015
Décor Watercolour Art 245gsm IFA-023
Décor Smooth Art 210gsm IFA-024
Décor Smooth Art DS 220gsm IFA-025
Rough Textured Bright White Cotton 300gsm IFA-027

FibaPrint® White Gloss (F-type) 300gsm IFA-009
FibaPrint® White Matte 280gsm IFA-039
FibaPrint® Ultra Smooth Gloss 325gsm IFA-040
FibaPrint® Ultra Smooth Gloss 285gsm IFA-049

JetMaster® Paper Canvas Effect 165gsm IFA-129
JetMaster® Dye-Sublimation Paper 190gsm IFA-147

Olmec™ Fine Art Soft White Cotton 275gsm OLM-015
Olmec™ Photo Matte Archival 230gsm OLM-067
Olmec™ Photo Gloss Midweight 240gsm OLM-063
Olmec™ Photo Satin Midweight 240gsm OLM-064
Olmec™ Photo Gloss Double Sided 250gsm OLM-065
Olmec™ Photo Pearl Premium 310gsm OLM-070

