All About EasyWrappe™
Do-It-Yourself Gallery Wrap System

A free e-book by
Breathing Color®
Advanced Inkjet Media

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- Do-It-Yourself Gallery Wrap System -

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This Breathing Color® E-book contains information about our
EasyWrappe™ 1.25” and EasyWrappe™ PRO 1.75” gallery wrap systems.
Topics include: • Stapled EasyWrappe method, • popular wrap sizes,
• prepping your image for a gallery wrap, & more
Are you considering offering gallery wrapped canvas prints to your customers for the first time? Not sure which are the most popular sizes to carry while evaluating the concept and opportunity? This article will help you get started...

Assuming that the subject of your prints will primarily be photography (fine art prints will largely be determined by the artist and based on the original), pixel aspect ratio will be the single best tool for determining the most popular sizes to offer.

Pixel Aspect Ratio: Describes how the width of a pixel in a digital image compares to the height of that pixel. For example, a traditional 35mm film camera has a frame that is approximately 36mm wide and 24mm high, which is best interpreted as a 3:2 ratio. Most professional cameras and Digital SLR cameras these days also shoot in a 3:2 aspect ratio. This means that most of the images that you will come across will be formatted in this 3:2 aspect ratio, especially if you are working with professional photographers. Therefore the 3:2 ratio will be your primary rule-of-thumb when choosing which sizes to offer as you will be able to print these images completely, without having to crop and lose some portion of the image. Examples of 3:2 aspect ratio are 8"x12", 12"x18", 16"x24", 20"x30", 24"x36", 32"x48", 36"x54" and so on.

There are also a handful of widely popular sizes that do not follow this logic as most consumer point and shoot cameras (PAS) use the 4:3 aspect ratio. While considering images that you may receive from those who are not professional photographers one must also take into account that images may be cropped before they are sent in to be printed. Here is a list of other sizes that are known to be very popular: 8"x10", 11"x14", 16"x20", 24"x30". These sizes fall very closely to the 4:3 aspect ratio, with minimal cropping required.

If you are just getting started with canvas prints, you may want to minimize your investment in this project while maximizing your potential to earn sales. Therefore, keeping your stretcher bar inventory low, while offering a wide selection of possible sizes, may be a goal of yours. In this case, you should look for multiple sizes that use the same width bar (in one direction). An example of this would be 8"x12" and 12"x18", because you can use 12" bars to make both of these prints. Another would be 16"x20" and 20"x24".

Here is a closer look at the popular sizes that fall into the 3:2 aspect ratio. If resizing your image is needed, you will be able to size it to match another frame size in the same ratio. The higher the resolution you have to begin with, the better the results will be when enlarging your file to print at a bigger size. For canvas printing, we recommend aiming for 200dpi at your final output size (If you have an 8"x12" @ 300dpi, scaling it up proportionally will get you a 12"x18" @ 200dpi. Let’s take a closer look at how this works with the 3:2 aspect ratio:

The diagram above illustrates what you can achieve with a 20"x30" image @ 200dpi. By simply adjusting the Image Size in Photoshop (make sure Resample Image in not checked), you can quickly size to other sizes in the same ratio. To set custom sizes you can create with this aspect ratio, simply type in the width you want and the height/resolution will be scaled proportionally.
A New Twist with the EasyWrappe System

EasyWrappe is an easy to use, gallery wrap system that allows anyone to create a professional gallery wrap in minutes. You may be familiar with our standard method of creating a gallery wrap with EasyWrappe, but did you know there is more than one way to utilize this system?

EasyWrappe has become a popular alternative to traditional stretcher bars and frames. Our standard method of using the EasyWrappe bars includes trimming the excess canvas to the edge of each bar. This method requires nothing more than an exacto knife or blade, and can be completed quickly. The stretcher bars themselves provide a straight edge in which to cut along, so you get a clean edge every time:

But did you know that you can make your EasyWrappe look like a traditionally wrapped canvas? Instead of trimming off the excess canvas, staple it! Using standard 3/8”/10mm staples (we started with 24 gauge chisel point staples), you can achieve a traditional look to your EasyWrappe system. If you enjoy the ease of use with the EasyWrappe system, but prefer the look of a traditional gallery wrap, now you can have the best of both worlds:

Below you will find a video outlining the process of using staples for both the Standard (1.25”) and Pro (1.75”) systems. The Standard bars are about 3/8” in depth, while the Pro bars are closer to 7/8”. This depth represents the area of the bars in which staples will be applied. Due to this variation, each video will have a separate set of instructions to complete properly. While this is our recommended method for stapling canvas with EasyWrappe, you can certainly modify it to best suit your requirements.

EasyWrappe Pro 1.75” – Staple Method

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How To Prep an Image File for a Gallery Wrap

This post will show you how to create a mirrored edge for a gallery wrap in Adobe Photoshop. A gallery wrap is a canvas print that is stretched onto a frame and traditionally stapled to the back edge of the frame. Since the canvas print is visible on the outer 4 edges, common practice is to size the image to fit not only on the front face of the frame, but also the outer edges of the frame. The easiest way to achieve this is to re-size your image to accommodate the additional thickness of the stretcher bars. Sometimes this might not work if your entire image needs to be visible on the face of the canvas frame. Here’s how to address that issue...

Mirrored Edge

In order to keep your image entirely on the face of the canvas (but also have image around the four outer edges), you need to create a mirrored edge in Photoshop. A mirrored edge copies the outer edge of an image to extend it without losing any of the original image. This process is best suited for a canvas gallery wrap where an entire image must remain on the face of the frame, yet have additional image to wrap around the outer edges of the frame. The outer edges of the frame will include the mirrored portion of the file, which will give the appearance that the entire print is flowing from the face to the edges. The photos above and below are an example of a gallery wrap that utilizes a mirrored edge:

*Printed image photography by Michael Gilbert MA.CR.XXV

These photos show the left edge and top edge of a mirrored image. This can be created quickly and easily in Photoshop. I have created a video tutorial that goes through all the steps from start to finish. I normally like to use Photoshop actions and keyboard shortcuts, but the method explained in this video utilizes a basic approach that is easy to understand; even for the novice user.
Top 5 Printmaking Tips, Tricks, Techniques – March ’11 – EasyWrappe

This month, we will tackle the frequently asked questions regarding our EasyWrappe system. EasyWrappe was designed to be a simple, effective way for anyone to stretch canvas prints with professional results.

The best part about this system is that no experience is necessary. If you have never tried stretching canvas prints because you felt it was either too difficult or too costly, then now is a great time to check out EasyWrappe.

If you have not had a chance to see this system in action, please take a look at the instructional video.

Bear in mind that there are 2 EasyWrappe sizes: 1.25” and 1.75”. The latter is referred to as the EasyWrappe Pro. For this article, we will refer to the 1.25” bars as EasyWrappe Standard. EasyWrappe comes in 2 different sizes. For smaller portrait or landscape prints, the Standard size is 1.25” thick. This is great for the printmaker that has a 17” wide desktop printer and wants to utilize as many sizes as possible from that printer. The EasyWrappe Pro is for most printmakers, but especially 24”-44” wide printers and up. These bars are 1.75” thick and offer a visually appealing thickness combined with added durability and strength. Both sizes are great choices and many of our customers utilize both size bars.

Q: I have a 16” x 20” image. How much extra canvas do I need to add to create a gallery wrap?

A: Since EasyWrappe is designed to create a gallery wrap, additional canvas is necessary.

What this means is if you have a 16” x 20” photo that you want to wrap, you’ll actually need 3”-4” of additional canvas in order to keep the 16” x 20” photo on the front of the wrap.

Add 1 ½” on all 4 sides (3” total) for EasyWrappe Standard (1.25”), and add 2” on all 4 sides (4” total) for EasyWrappe Pro. The additional ¼” on each side is for bleed that will be trimmed off. The above example would be printed at 19” x 23” for the Standard, and 20” x 24” for the Pro. There are various methods for adding additional canvas, like adding a black/colored border, or expanding the size of your image (although this method will mean that part of your photo will only be visible on the sides of the gallery wrap. The most common method is creating a mirrored edge in your file. This can be done in Photoshop, but there are also various types of software that will create the mirrored edges for you. To see the mirrored edge method in Photoshop, please take a look at the tutorial video.
If you want to wrap additional canvas and staple it to the back of the stretcher bars the traditional way, simply add an additional ½” to the dimensions listed above.

**Q: My printer is 44” wide. What is the LARGEST size EasyWrappe I can safely produce?**

A: Using the above formula, a 44” printer can produce a gallery wrap as wide as 40” for the PRO and 41” for Standard. Keep in mind that this can only be accomplished if you utilize the Borderless Printing feature on your printer. This option can be found on almost all Epson, Canon and HP printers. If you are using white (bare) edges, you can simply center your images on the roll you are using and you will not need to activate borderless printing. If you don’t have a borderless printing option on your printer (or borderless printing is not allowed on the size you are trying to achieve), then subtract an additional inch from the above sizes. In other words: 39” for EW Pro and 40” for EW Standard. When in doubt, it is always better to print a little smaller to insure that you have enough canvas for the gallery wrap.

**Q: What are the EasyWrappe Pro Extenders and when/how would I use them?**

A: The EW Extenders enable you to create a gallery wrap at custom sizes (in between sizes and larger than 60”). For example, if you wanted to create a 38” print, you can get 20” bars and cut off an inch from each bar. Keep in mind that saw blades remove about ¼” so you will need to position the blade over the bars accordingly. The bars are cut at a 90 degree angle, and each bar should have 1 finished edge (the 45 degree cut). Then, the Extender fits right into the groove on the inside of the bars. The same rule applies for sizes larger than 60”.

**Q: At what point do I need to start using the Center Braces?**

A: Center braces are for EW Pro only. A 20” x 30” gallery wrap and larger will benefit from using center braces as this provides additional stability throughout the canvas wrap. You’ll notice on the EasyWrappe Pro product page center braces begin at 20”. If you have anything smaller than 20” x 30” doesn’t need a center brace because the corner wedges are close enough to keep even tension throughout the wrap. If you are creating a panoramic gallery wrap, it is important to add multiple center braces in order to have even tension throughout. One example would be a 48” x 120” print (4’x10’). Using (3) 48” braces would enable you to have even tension every 2 feet.
Q: How do I insure the tightest possible wrap when stretching the canvas?

A: Performing all the steps in the video is essential for creating a gallery wrap with our EasyWrappe system. We do understand that sometimes things are not perfect and additional “tricks” are needed to assist in the final result. As an added tip to what you see in the video, let the archival glue dry PRIOR to adding in the corner wedges and braces. This means that you would apply the glue normally, stretch the canvas and insert the holding pins. At that point, let the glue dry for about 15-20 minutes as this will form the permanent bond. After this, apply a small amount of glue to the corner wedges on the angled sides (these are the sides that slide into the groove of the bars on the inside). Hammer these in using a rubber mallet or something similar and the glue will enable the wedges to dry and bond at the tightest point. The same rule can apply to the center braces. This is only applicable to the EW Pro bars as the EW Standard does not have the same style grooves to hammer in the corner wedges. You can also lightly spray to back of the canvas with water (from a spray bottle) and this helps the canvas become tighter (when already stretched onto a frame).

Traditional Gallery Wraps vs EasyWrappe -using staples

With the recent launch of our new Easywrappe product we have been getting a number of questions about how the product works and what it can do. Two in particular have been raised enough that we felt we should devote a quick blog post to their answer.

The short answer is yes! Although one of the fantastic advantages of the product is that it was designed to work without staples, some printers might find their customers like the look of a traditional gallery wrap with staples. If that’s the case, then it’s no problem at all! Our friends over at Beaux Arts Photography were kind enough to send over some photos of the finished product.

The cutter used in the EasyWrappe video will be available by the end of the year. If you are a current customer then you will be notified when it becomes available. Or you can subscribe to
our email newsletter by signing up in the top of the column to the right and we will let you know when it's ready.

The archival glue that comes with an EasyWrappe Trial Kit should be used on EVERY print you stretch with EasyWrappe. Applying the glue is a mandatory step in the EasyWrappe process. I try to think of it as the adhesive tape acting as the “pliers” holding the canvas, and the archival glue as the “staples” holding the print together.

The feedback has been overwhelmingly positive thus far on EasyWrappe. This effectively shows the classic look of a traditional wrap combined with the ease of use with EasyWrappe. This has so far been VERY popular this Holiday season!

Learn About Easywrappe – The Ability to Create Your Own Gallery Wraps in Minutes

Taking the Industry by Storm

If you haven’t yet seen EasyWrappe, don’t wait a minute longer. Watch the video we post on its web page. This product is set to take the industry by storm because it enables photographers, artists, and printing companies to create their own professional gallery wraps in only a couple of minutes.

Some people wonder why this is a novel concept for this audience. Let me explain. If you own a printer and are intimidated by the process of printing on canvas, stretching, etc. (which many are) or don’t see the reason to invest in or try canvas printing, your worries are over.

For example, if you’re a wedding photographer who also prints your own work, you can now offer canvas gallery wraps and have full control over the entire process. You don’t have to worry about outsourcing the stretching process and paying the high costs of doing so. Therefore, you can offer these prints at a competitive price to your customers. And, by offering a product with high perceived value like a canvas gallery wrap, every sale you make is adding additional revenue to your business. This is revenue that never existed.

If you’re a photographer or artist who does your own stretching the traditional way, you probably have better things to do with your time – things that can help your business grow. Since EasyWrappe is so simple, you can empower someone else (husband, wife, son, friend…) to do your wraps for you, so that you can focus on the more important aspects of your business.

You can also create gallery wraps anytime – anywhere – with or without a printer (assuming you already made the prints) – ON DEMAND. Imagine selling canvas prints at trade shows, street fairs, etc. and wrapping them on the spot. Imagine how much space you will save in your booth, in your car (or traveling), or in shipping – by not having these prints pre-wrapped. Imagine shooting an event and offering gallery wrapped canvas prints of those same photographs ready to pick up in 20 minutes.

There’s also just the simple luxury of being able to run a print on your Epson or Canon and gallery wrap it on the spot, and its ready to ship or deliver to your customer. All this without ever having to leave your home or studio. It’s instant gratification at its best. Trust me, I do it myself regularly now. You don’t have to drive the prints to the framer, you don’t have to wait for the stretching to get done. You are 100% fully empowered, and that’s pretty cool.

I could go on and on, but you get the point. EasyWrappe. The name says it all.