



GALLERY - PRINTING - WORKSHOPS

***Photo to Frame***  
**44 Wide Captures Holiday Memories with  
'The Story *Behind* the Image'**

Toronto, July 20, 2011 - The printing-workshop-gallery 44 Wide, nestled in historic Liberty Village in Toronto, has built a reputation as the experts behind the wildly successful 'Camera to Canvas' product they launched last year. Using the most professional talent and materials to tune images and mount them on canvas, 44 Wide now boasts more than 16,000 customers across North America.

Never one to stand still, founder Mike Moran, is about to embark on a new launch which could very well be the next big thing this Holiday season - '**Photo to Frame**'. This new product allows the image to become so much more than a two dimensional photograph. First, customers are invited to create a 'tag' that is mounted on the back of the image with descriptive copy of who shot the image, where it was shot and when. In addition, 'supertagging,' invites the customer to create a concise, heart-felt story about the image, adding a personal sentiment, which will live on forever on back of the framed photo.

**Premium Materials:** All 44 Wide images are printed on the very best photo paper available. The top choice of many professional photographers, **The Baryta family of papers** creates high quality fine art prints. Archival quality 4-ply matt and backing board is mounted behind UV protective acrylic, framed with a substantial real wood frame. The customized backing sheet is printed on our newest photographic printer using a top quality photo matte paper. The hanging system, by Fletcher, makes hanging our product a snap. It allows for the easy removal and re-hanging of the picture reading all the details on the back is easier than ever.

**The 44 Wide Tune Up:** Each photo receives hands-on treatment by an experienced photographer. All 44 Wide photo editors have produced work for a gallery showing or work that has been juried. The capabilities of the software that's available today can only be realized when it's being used by someone who knows what they're looking for, and the 44 Wide tuners are tops. No two photos are shot under the same conditions so it's impossible to treat tune them with a few preset corrections.

At 44 Wide 'Photo to Frame' allows everyone who loves pictures, from the novice to the pro, to capture their holiday memories, or any memories, in their own words, by creating the story ***behind*** the image.

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Mike Moran is available for interviews and tours of the 44 Wide gallery and workshop. For more information, please contact Laurie Hall at Flex PR. [laurie@flexpr.com](mailto:laurie@flexpr.com) or (416) 696-5554.