



HP Faux Canvas

Art made easy and affordable

Inspire your customers to do more with their photos. HP Faux Canvas enables consumers to turn personal photos or licensed imagery into affordable works of art with a gallery-wrapped, canvas-like appearance.

Why add HP Faux Canvas to your photo creative offerings?

New high-margin creative product

HP Faux Canvas is an inexpensive and easy-to-use alternative to real canvas that enables you to capitalize on the growing custom wall décor category. Expand beyond your current photo center selection and reinvigorate the creative photo offering while driving higher in-store sales with a new, innovative product from HP.

Simple work flow

No more need for laminate, glue or a knife. Assembled in less than approximately 10 minutes, HP Faux Canvas will allow store associates more time to focus on selling while giving customers a unique photo product without the wait.

In-store, same-day fulfillment

Industry research⁽¹⁾ demonstrates that ordering online and picking up in-store is consumers' preferred method for photo print fulfillment. HP Faux Canvas can be ordered conveniently online from the comfort of home and picked up in the store same day!

Affordable and easy alternative to real canvas

Compared to traditional canvas, HP Faux Canvas is a more affordable wall décor option that is lighter weight, easier to hang and can be ordered and picked up in-store the same day.

Many sizes and images to choose from

— HP Faux Canvas comes in multiple sizes, giving customers the flexibility to design creative and personalized wall décor to fit any room.

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— Customers can choose their own photos or one of many “Officially Licensed” images. Popular images included range from paintings from artists like van Gogh, Monet and Klimt to National Geographic photographs from U.S. national parks.

(1) “U.S. Photo Printing Study,” InfoTrends, December 2010.

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