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RED WING FRAMING & FINE ART PRINTING LAUNCHES RED WING DIGITAL

Red Wing Digital targets fine art photography market with a family of large format, non-traditional printed products

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Red Wing Framing & Fine Art Printing has formally launched a new business unit called Red Wing Digital (www.RedWingDigital.com) after 15 months of development. Red Wing Digital provides large-format, non-traditional printed products for the fine art photography marketplace with an innovative and intuitive print-on-demand web site.

The initial product is called the Panel-Print, which is a large-format archival print on an ultra-stiff panel with a mounting system that creates a 'floating' effect when hung on a wall. It is designed to be sturdy, easy-to-care-for and a cost effective alternative to traditional framing and glazing techniques.

Red Wing Digital is a web-based, print-on-demand storefront in which customers upload digital images, select image sizes and image options. All products are produced on-site using archival pigment inks that are color accurate and 100% fade resistant.

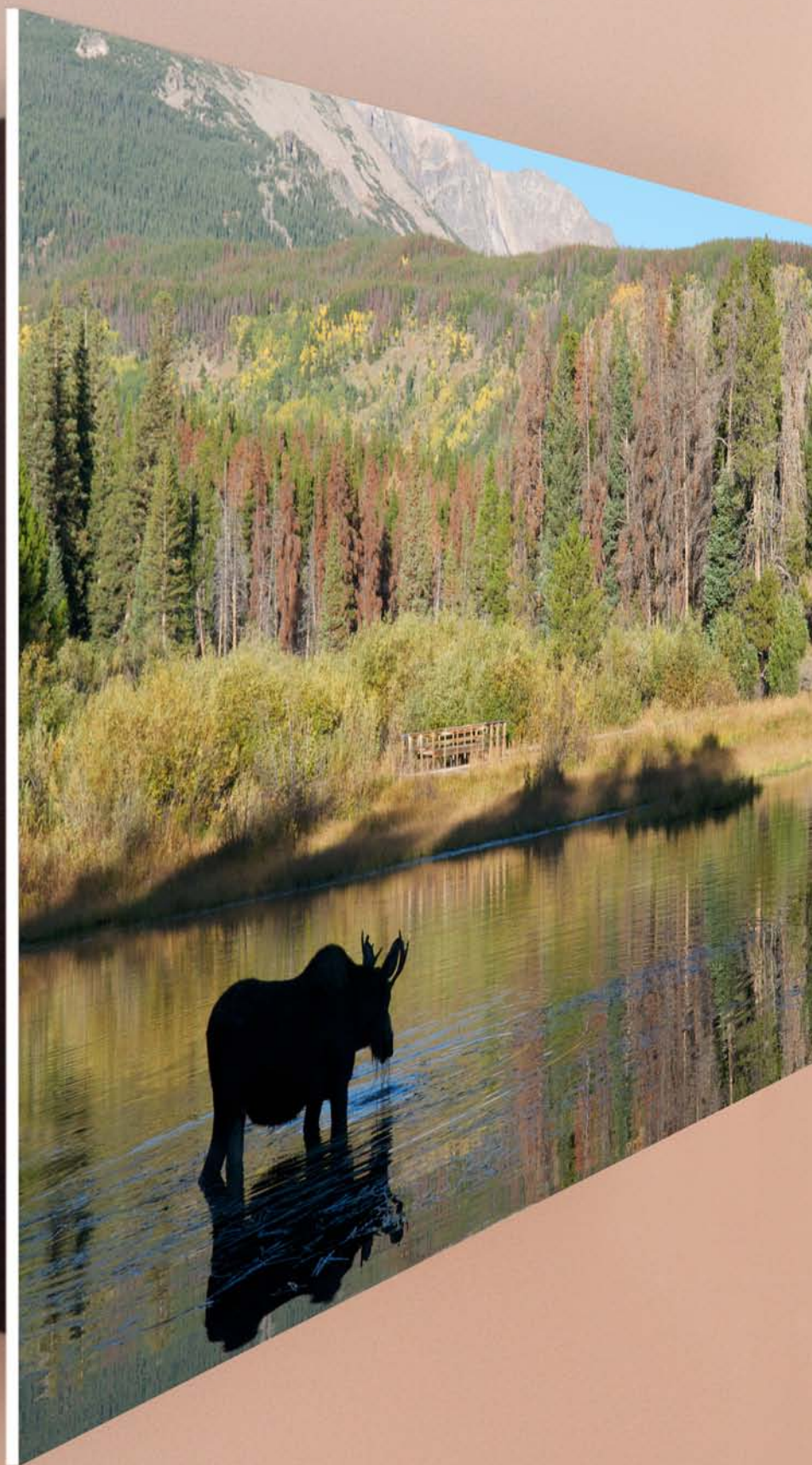
Jeff Marcus is a Red Wing-based fine art photographer, a co-founder of the Red Wing Photography Club and an early beta customer for the Panel-Print. Marcus commented "The Panel-Print is a very clean and contemporary design with an effective drop-shadow effect. I especially appreciate how the presentation is all about the image. "

John Becker is a co-owner of Red Wing Framing & Fine Art Printing and added, "We are very excited about this launch. Our customers have pushed us in this direction and have been our single best resource for product feedback. This product has been under development for the past 15 months and in a quiet launch phase for the past three months."

Red Wing Digital (www.RedWingDigital.com) will continually develop and add products over time, including aluminum-mounted and fabric prints.

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Red Wing Framing & Fine Art Printing (www.RedWingFraming.com) was founded in 2002 and has been recognized as an innovative leader in the fine art industry by emphasizing quality and customer service. Red Wing Framing & Fine Art Printing is one of only four Certified Picture Framing businesses in Minnesota and is located in historic Downtown Red Wing.



"Moose in Silhouette", Jeff Marcus, 16"x24" Panel-Print