All fine art canvas is printed with image borders ready for *gallery wrap stretching* on 1.5” stretcher bars.

Gallery stretching is a method that stretches an added border around thick stretcher bars to create a visible decorative edge. The stretched canvas can then be hung directly on the wall without framing to produce a clean contemporary design. In addition, a canvas float frame can also be selected that will keep the decorative edges visible. The float frame adds a wood element to the design and creates a professional finished fine art statement.

(The stretching description paragraph could be visible OR the words could be live in the first sentence and the paragraph could be visible when the words are clicked. Also, I like the idea of planting the framing seed here. It can also be repeated later in the framing section if we want.)

3” White Borders

Choose this border to create a clean contemporary white edge when your art is gallery wrapped or float framed.

The canvas will have at least 3” of unprinted white canvas around the image.

2” Black Border+1” White

Choose this border to create a sophisticated black edge when your art is gallery wrapped or float framed.

The canvas will have a 2” black border around the image plus at least 1” of additional plain white canvas for stretching.

2” Mirrored Border+1” White

Choose this border to create a colorful edge that is a dramatic extension of the image when your art is gallery wrapped or float framed.

The canvas will have a 2” mirrored extension of the image plus at least 1” of additional canvas for stretching.

(I think it would be most effective to have visual illustrations of the border treatments to go with the words. Also, think about emphasizing the first marketing style sentence over the second more nuts and bolts sentence. Maybe bigger or a different font.)