

L'AQUARELLE
CANSON

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HÉRITAGE

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L'Aquarelle Canson® Héritage is a 100% cotton watercolor paper in the new Canson range of premium artist papers - Canson® Héritage.

A beautifully merchandised watercolor assortment that contains deckled edge sheets, pads, and blocks in a range of surface textures and weights. Features informative header / shelf strips that highlight artist usage and benefits.

L'Aquarelle Canson® Héritage is made on a traditional cylinder mould machine with non-gelatin, vegan friendly sizing. Crafted using traditional and time honored paper making methodologies mastered by the artisans at Canson.

L'AQUARELLE CANSON HERITAGE WATERCOLOR PAPER

- Superior colors: vibrancy & intensity
- Homogeneous colors
- Excellent color laydown & brush to paper response
- Improved wet & dry color lifting
- Excellent color control and balanced open wet time
- Non animal sizing

Item #	Description
400086743	L'Aquarelle Canson Heritage Assortment 2
400086745	L'Aquarelle Canson Heritage Display & components (A \$450 Value)

*Display is FREE with purchase of coordinating assortment. May require lead time.

L'Aquarelle Canson Heritage Assortment Contents

Item #	Description	Qty
100720001	Cold Press Block, 300g, 7.1 x 10.2", 20sh	2
100720002	Cold Press Block, 300g, 9.1 x 12.2", 20sh	4
100720003	Cold Press Block, 300g, 10.2 x 14.2", 20sh	2
100720004	Cold Press Block, 300g, 12.2 x 16.1", 20sh	4
100720005	Cold Press Block, 300g, 14.2 x 20.1", 20sh	2
100720007	Hot Press Block, 300g, 9.1 x 12.2", 20sh	2
100720008	Hot Press Block, 300g, 10.2 x 14.2", 20sh	2
100720009	Hot Press Block, 300g, 12.2 x 16.1", 20sh	2
100720010	Hot Press Block, 300g, 14.2 x 20.1", 20sh	1
100720011	Rough Block, 300g, 9.1 x 12.2", 20sh	2
100720012	Rough Block, 300g, 10.2 x 14.2", 20sh	2
100720013	Rough Block, 300g, 12.2 x 16.1", 20sh	2
100720014	Rough Block, 300g, 14.2 x 20.1", 20sh	1
100720015	Cold Press Pad, 300g, 10.2 x 14.2", 12sh	6
100720016	Cold Press Pad, 300g, 9.1 x 12.2", 12sh	6
100720017	Hot Press Pad, 300g, 10.2 x 14.2", 12sh	6
100720018	Hot Press Pad, 300g, 9.1 x 12.2", 12sh	6
100720019	Rough Pad, 300g, 10.2 x 14.2", 12sh	6
100720020	Rough Pad, 300g, 9.1 x 12.2", 12sh	6
100720021	Cold Press Sheet, 300g, 22 x 30", 10sh std. pack	50
100720022	Hot Press Sheet, 300g, 22 x 30", 10sh std. pack	30
100720023	Rough Sheet, 300g, 22 x 30", 10sh std. pack	20
100720024	Cold Press Sheet, 640g, 22 x 30", 5sh std. pack	25
100720025	Hot Press Sheet, 640g, 22 x 30", 5sh std. pack	15
100720026	Rough Sheet, 640g, 22 x 30", 5sh std. pack	10



Display measures 34" w x 76" h x 19.25" d



**Minimum Advertised Price (“MAP”) Policy
U. S. Dealers and Distributors Only*
Effective October 1, 2016**

Canson, Inc. protects the integrity of its brands by ensuring that its products are offered in a manner that promotes customer acceptance through maintenance of an appropriate image as respects quality and value. Through the policy announced below, Canson seeks to:

- Better illustrate the brand equity and value of its products,
- Establish clearly defined promotional periods,
- Further the fiscal stability of its resellers, and
- Promote growth in strategic product categories.

Canson believes that the success of its brands and the integrity of its distribution network depend upon resellers who are committed to offering its products through effective marketing programs, and that a properly designed minimum advertised price (“MAP”) program, as set forth in this announcement, will advance the objectives stated above. To this end, Canson hereby adopts, unilaterally, a policy providing for the advertising of specified products at prices at or above MAP prices.

Products	Minimum Advertised Price	
	Everyday Price	Promotional Price
Canson Heritage L’Aquarelle Watercolor, and Canson Heritage L’Edition d’Art Printmaking	List less 40%	List less 40% + Canson sponsored promotion

Promotional Periods

Promotional Periods -- the times when Promotional Prices may be charged -- are listed below. Canson reserves the right to change Promotional Periods as it deems appropriate, in its sole discretion.

Winter BTS-Spring: November – May)
 Fall BTS: May – September) Selected Items will be announced three months prior to the promotion
 Holiday: September – November)

Notice

Canson does not authorize or approve the use of its trademarks or images in a manner that is not in compliance with its standards and policies, including in advertising that is not in compliance with the MAP Policy. Canson recognizes that its customers must determine independently, and at their sole discretion, what prices to charge. Accordingly, Canson will not discuss actual prices with dealers or retailers. However, Canson reserves the right, in its sole discretion, to determine unilaterally and at any time, whether to deal with or grant discounts or other concessions to retailers or dealers who do not adhere to the MAP Policy or otherwise do not conform to its policies and standards. The “MAP Policy” is also subject to the “MAP Guidelines” that accompany this announcement.

No Canson representative or employee is authorized to alter, deviate from or impose other stipulations respecting its MAP Policy. Canson does not solicit, nor can it accept, any assurance of compliance with this policy. Nothing in this policy is intended to either request or constitute an agreement as respects resale pricing. Dealers and retailers are free to determine independently, and at their sole discretion, their resale prices; however, Canson reserves the right to refuse to deal with or grant discounts or other concessions to retailers who do not adhere to the MAP Policy. Retailers and dealers are advised to refrain from discussing the MAP policy with Canson representatives or other Canson dealers or retailers.

* Not applicable where prohibited.





Minimum Advertised Price (“MAP”) Policy GUIDELINES

Canson’s MAP Policy is subject to the following guidelines, which may be changed at any time in Canson’s sole discretion:

1. The MAP Policy applies to all advertisements of covered products in any media including flyers, posters, coupons, inserts, newspapers, magazines, catalogs, e-mail solicitations, internet or similar electronic media, television, radio and public signage. In-store signage, electronic mail sent in response to a customer inquiry, or other responses to individual inquiries are not considered advertising for the purposes of this policy.
2. The strike-through or other alteration of a Minimum Advertised Price is prohibited.
3. The MAP Policy applies only to advertised prices and does not apply to the price at which products are actually sold or offered for sale to a consumer within a retail establishment, via an internet website “shopping cart,” or by telephone. Canson dealers and retailers are free to sell products at any price they choose. Pricing that appears on a website is considered an advertised price and must adhere to this MAP Policy until the consumer purchasing the product(s) in question places it in a virtual shopping cart. Once the product(s) enters a shopping cart, it is (they are) considered part of the check-out procedure, which is not within the scope of this MAP Policy.
4. Advertising that utilizes terminology applicable to an entire store or product category, such as “entire stock at 50% off” or “50% off all watercolor papers,” will be considered in violation of the MAP policy only if the specified brand or an image thereof also appears.
5. The MAP Policy does not establish maximum advertised prices. All dealers and distributors may offer Canson products at any price in excess of the MAP.
6. The MAP Policy does not limit the ability of any dealer or retailer to advertise that they have the “lowest prices” or that they will “meet or beat any competitor’s price”, or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.
7. Canson may periodically discontinue models or engage in promotions with respect to certain products or product lines. In such event, Canson reserves the right to modify or suspend the MAP Policy with respect to affected products. Canson further reserves the right to, at any time, adjust or change MAP prices with respect to all or certain products at its sole discretion.

In witness whereof, the parties have executed this agreement as follows.

_____	_____
Authorized Signature on behalf of Canson Inc.	Authorized Signature on behalf of Retail Customer
_____	_____
Printed Name	Printed Name
_____	_____
Title	Title
_____	_____
Date	Date

Please send signed form to contracts@canson.com

