

## MOUNTING & UV SPRAY

**OPTIMA LACQUER** Optima MXE coating with advanced UV protection. This top end spray will not crack, fade, or yellow. Provides "100year" UV protection. Highly recommended for all canvas prints for maximum lifespan when framing without glass

**#3 BOARD** Single weight acid-free matt board, to 30"x40"  
**3/16 GATOR** Acid free barrier on a durable flat board up to 4x8 feet.

|                | 5X7  | 8x12 | 11x17 | 16x20 | 20x24 | 24x36 | 30x40 |
|----------------|------|------|-------|-------|-------|-------|-------|
| Optima Laquer  | 7.50 | 9.50 | 11    | 15    | 19    | 32    | 44    |
| #3 Board Mount | 7    | 9    | 12    | 15    | 19    | 33    | 40    |
| 3/16 Gator     | 9    | 11   | 15    | 21    | 31    | 50    | 80    |

## BORDERS & STRETCHING

Canvas is supplied with a 2" white border suitable for 3/4" museum wrap (white edge). Gallery wrap (printed edge) or larger borders are available at additional cost. WC prints are supplied with rough cut 1/4" borders. If you require larger borders (for matting or stretching, or for w additional charges may apply. Please let us know your exact requirements when we are quoting your job.

## EMBELLISHING / ENHANCING YOUR GICLEE

Prints can be embellished carefully with suitable materials. (on watercolor papers, use watercolor paints, pastels, or charcoals - on canvas use acrylic paints, acrylic lacquers or pigment markers. We recommend keeping the media as dry as possible, and testing on scrap media first to ensure compatibility with your materials & techniques. Our inks are permanent, and will not bleed or run on most papers.

## CARING FOR YOUR GICLEE PRINT

Giclee prints should be treated as you would treat an original work of art to maximize their life-span. Avoid touching the surface of your print. Oils and contaminates on your skin will shorten the life of your print. **Do not expose to high humidity, chemicals, or direct sunlight.** If long-term dark storage is necessary, store prints flat in a dry acid-free environment at room temperature.

### WATERCOLOR & FINE ART PAPERS

Uncoated watercolor and fine-art papers should be framed behind glass, and should not be touched if at all possible. UV coated papers are more durable, and can be framed without glass. Care should still be taken when handling to prevent scuffs or scratches

### CANVAS - UNCOATED

Uncoated canvas can be framed without glass for short to medium term use. Dust using a feather-duster or soft cloth. If print is exposed to moisture, blot visibly wet areas carefully with a clean lint free cloth, and lay flat to dry. Though the image will not run if exposed to water, the surface will damage if rubbed. For long term archival performance UV coating is required. Care should be taken when handling the print.

### CANVAS - UV COATED

Optima MXE coated canvas is extremely durable, water and stain repellent, and suitable for framing without glass. The more durable surface makes this easier to handle.

### Terms And Conditions

Services, prices, and turnarounds listed in this booklet are not guaranteed and subject to change without notice. The film, print, artwork, file, or media which you have entrusted to us for processing will be handled with the utmost care, however, our acceptance of your order is subject to the condition that our liability for any loss or damage, even though caused by negligence or other fault while in our possession, shall be limited to replacing the lost or damaged film or media with similar unexposed film or media.

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## FINE ART REPRODUCTION SERVICES



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## WHAT IS GICLEE?

"Giclee" is a term, derived from a French word meaning "to spray ink", that refers to digital printing on fine art media. Within the industry there is a huge variation in the quality and longevity of "giclee" prints, depending on the equipment, media, and care taken to produce your final print. We use three different printer and ink-set combinations on a range of fine-art media to produce simply exceptional, archival, giclee printing.

## INITIAL SETUP

A one-time setup charge applies most all fine-art reproductions. This covers the cost of scanning your original, correcting color, and proofing. The cost of the scan is included, you will be supplied with a CD of your repro once it is complete. The following prices may vary depending on your requirements. A quote will be provided up front for all jobs. Your satisfaction is completely guaranteed.

### NON-CRITICAL COLOR

Artwork is reproduced with a good average color balance. The repro will be visually pleasing, and true to the feel of the original but may not match the original side by side.

### CRITICAL COLOR

Your original is colour matched as closely as possible. We try to maintain all of the subtle nuances of colour and tone in the original wherever possible.

|               |             | DESIRED REPRO SIZE |           |           |        |
|---------------|-------------|--------------------|-----------|-----------|--------|
|               |             | 11x17              | 17x22     | 20x30     | 30x40+ |
| ORIGINAL SIZE | File        | Minor tweak N/C    |           |           |        |
|               | Film        | 30                 | 40        | 50        | 60     |
|               | Up to 12x18 | <b>30</b>          | 40        | 50        | 60     |
|               | Up to 17x22 | 50                 | <b>60</b> | 70        | 80     |
|               | Up to 20x30 | 70                 | 80        | <b>90</b> | 100    |

|               |             | DESIRED REPRO SIZE |           |            |        |
|---------------|-------------|--------------------|-----------|------------|--------|
|               |             | 11x17              | 17x22     | 20x30      | 30x40+ |
| ORIGINAL SIZE | File        | 30                 | 40        | 50         | 60     |
|               | Film        | 60                 | 70        | 85         | 110    |
|               | Up to 12x18 | <b>60</b>          | 70        | 85         | 110    |
|               | Up to 17x22 | 80                 | <b>90</b> | 110        | 120    |
|               | Up to 20x30 | 100                | 125       | <b>150</b> | 150    |

## GICLEE PRINTERS

### Epson ULTRACHROME™ HDX OUTPUT

This system offers excellent colour range and archival performance. Life-span ratings vary from 70 to 150 years (behind glass or UV coated), depending on the choice of media. This is our preferred printing method, and is standard on all giclee printing up to 44".

Longevity testing estimates are based on typical indoor light exposure levels behind glass

## GICLEE MEDIA

### GICLEE CANVAS

Our premium Giclee canvas offers excellent color range and accuracy, can be embellished, and is has a naturally water-resistant coating that eliminates the need to coat for some applications (up to 44" roll)

### SMOOTH & TEXTURED FINE ART PAPER

Our most popular surfaces, these 225 and 250 gsm papers offer great contrast and sharpness. in rolls up to 44" wide.

## GICLEE PRINT PRICING

|       | Watercolour |        | Canvas |        |
|-------|-------------|--------|--------|--------|
|       | First       | 2+     | First  | 2+     |
| 8X10  | 31          | 24     | 36     | 26     |
| 11X14 | 38          | 31     | 51     | 42     |
| 11x17 | 45          | 39     | 58     | 48     |
| 12X18 | 48          | 42     | 61     | 51     |
| 16X20 | 58          | 48     | 73     | 61     |
| 16X24 | 66          | 55     | 83     | 70     |
| 20X24 | 73          | 61     | 90     | 73     |
| 20X30 | 85          | 66     | 109    | 97     |
| 24X30 | 103         | 85     | 128    | 103    |
| 24X36 | 121         | 109    | 145    | 121    |
| 30X40 | 157         | 132    | 194    | 169    |
| 40X50 | 253         | 224    | 308    | 273    |
| Over  | 15/sq'      | 13/sq' | 20/sq' | 18/sq' |

### QUANTITY PRICING

Volume pricing will vary depending on quantity, media choice, ink usage, and timeline. An estimate will be provided at your request.

## HOW DO I RE-ORDER?

We archive your files in-lab, but cannot guarantee permanent storage of your image. If we have your image on file you can simply call in your order, and we will fulfill it directly from our archive. Otherwise, simply bring in your CD or FTP your file.