

Robin Imaging has been producing high quality color prints for the most discriminating photographers and artists for more than 40 years. We have combined our color expertise with advanced digital technology to produce the highest quality art reproductions available.

## Copying Artwork

When reproducing artwork, the quality of the final print is limited by the quality of the original artwork image. To achieve the best possible results, it is important to start with a good capture. Artwork digitally captured at Robin Imaging is done using a Hasselblad H6D 400c camera, in a controlled environment by highly trained technicians. At the time of capture, reference prints are available to assure you that the digital file is a good representation of the original.

If artwork is digitized elsewhere, we recommend that it be done by a professional familiar with shooting artwork, and that they provide a reference print made from that file. *Images captured with home systems generally have color issues that are difficult to resolve.*

It is Robin's mission to reproduce your work with the best overall color match; however, we cannot guarantee individual that colors will match. If individual color matching is a priority, we recommend using one of our color proofing services. There is an additional \$25 charge for working with files that are not up to professional standards due to the extra color correction required.

## Color Matching

There is no such thing as an exact color match. A copy can never exactly match the original: when the original and the reproduction are put side-by-side, there will always be visual differences. Each media type has its own color characteristics, and each device has its own limitations, making it impossible for prints produced by two different techniques to exactly match each other.

Fine art prints and canvas are monitor balanced to yield a pleasing color. Individual colors are not corrected to match specific colors in the artwork. Unless you are holding the original artwork next to the reproduction you may not be aware of any differences. This is our standard service and at no additional charge.

Use Standard Fine Art for:

- Photographs
- Artwork when critical color matching is not required.

- When archiving is not necessary. Prints ordered later may not match the original order.

### Premium Fine Art

This is our highest level of color correction for those customers who are looking for the closest possible match to their original artwork.

Use Premium Fine Art for:

- Artwork that requires critical color matching.
- When you plan to order more prints later and want to make sure they match.
- You want to be the ultimate judge of the color.

Includes:

- Up to two proofs are printed on the same medium as the final print. Proofs are sized so that the long dimension is 12".
- Individual colors are adjusted to make them closer to the original hue and density.
- The client comes in and meets with our staff after each proof to discuss any changes needed and sign off on the final proof.
- We give you the proof to use when ordering prints later.
- Files are archived for 3 years from the original order date.

### Color Plus Fine Art

For those customers who want color corrections, but do not have the time or interest in going through the proofing process, our technicians will do it for them. Our technicians make test prints, review them and make the necessary corrections. Color is often subjective, and we cannot guarantee our color judgement will exactly match yours. If you are very critical about your color, we encourage you to use our Premium Fine Art Proofing.

Use Color Plus Fine Art for:

- Artwork that requires critical color matching.
- When you plan to order more prints later and want to make sure they match.
- You want our technicians to be the ultimate judge of the color.
- To avoid you having to come in to review edits

Includes:

- Tests are printed on the same material as the final print.

- Individual colors are adjusted to make them closer to the original hue and density.
- All adjustments are based on our technician's judgement.
- You receive the proof to use when ordering prints later.
- Files are archived for 3 years from the original order date.

### Fine Art Proofs

If you are making your own color corrections and just need to see how it prints, we offer Fine Art Proofs. Your file is printed without any corrections on the selected media with the long dimension set to 12".

### Enhance Image

Use for client provided files to adjust the color, density, and contrast to a more pleasing level.

## Fine Art Papers

### Hahnemühle Photo Rag® Ultra Smooth

100% cotton paper. It has a smooth surface texture and an extremely large color gamut. Photo Rag® Ultra Smooth lends itself particularly well to premium photo prints. *Photo Rag should be handled carefully since it can easily be scuffed.* We recommend using borders for safe handling of the print. This paper is great for soft looking B&W images but avoid it if there are large amounts of black due to the potential for scuffing. Contains some OBA (Optical Brightener Additives). ISO Brightness - 94. Weight 308 gsm.

### Hahnemühle Fine Art Pearl

100% alpha-Cellulose paper with optical brighteners allowing the brightest whites available in a fine art paper. It has a smooth, uniform surface texture with a unique pearl coating. The bright white of Fine Art Pearl enables impressive contrasts and pictorial depth in black and white or color photography. This paper gives the rich look of traditional B&W silver halide papers. This is our top choice for high impact B&W prints. Contains OBAs. ISO Brightness - 105. Weight 285 gsm.

### Hahnemühle FineArt Baryta Satin

An acid free 100% alpha-Cellulose similar in appearance to Hahnemühle Fine Art Pearl. The subtly textured, smooth base paper contains no optical brighteners and has a silky, smooth surface texture with a beautiful feel. The satin-gloss premium inkjet coating guarantees exceptional print results with intense colors, deep blacks, and outstanding sharpness. The barium sulphate within the coating makes Fine Art Baryta Satin a viable alternative to analogue baryta paper. The acid- and lignin-free Fine Art inkjet paper meets the most exacting requirements for age resistance and produces stunning Fine Art reproductions of black and white and color photographs. Baryta is similar in appearance to Fine Art Pearl, but slightly less bright since it does not

contain OBA's. The surface is a Satin-Gloss. Contains no OBAs. ISO Brightness - 92. Weight 300 gsm.

### Hahnemühle Albrecht Dürer

A traditional mould-made watercolor paper made with 50% cotton and 50%  $\alpha$ -cellulose fibers. This fine art inkjet paper does not contain optical brighteners and has a classic, strikingly defined watercolor structure that adds an artistic soft touch. Use for watercolor and pastel reproductions. Albrecht Dürer has a more pronounced texture and deeper blacks than Somerset Velvet. Due to the texture images will not appear as sharp as on other papers. *This paper should be handled carefully since it can easily be scuffed.* OBA free | ISO Brightness 88.5 | Weight 210 gsm.

### Somerset Velvet

Acid free, 100% cotton rag with a radiant white surface. This paper has a slight texture with soft tones that work well for watercolor and pastel reproductions. This paper has less texture, brighter whites, and softer blacks than Albrecht Dürer. ISO Brightness - 96. Contains OBAs. Weight 255 gsm, 19 mil.

### Hahnemühle Bamboo

Our most environmentally friendly paper. Acid free, made from 90% bamboo and 10% cotton. This is a great paper for reproducing old photos. Natural warm-toned matte finish. OBA free ISO Brightness 83.0. Weight 290 gsm.

### Moab Entrada Rag Natural 290

OBA free and acid free, 100% cotton fiber with a smooth matte finish. Since this is OBA free the white point is not quite as bright as Photo Rag. This is one of our most archival and sturdiest papers. It works well for almost any image. It is available in sizes up to 60x120. Excellent choice for archival prints. ISO Brightness - 84. Weight 290 gsm, 22.5 mil.

## Photo Papers

### Enhanced Matte Paper

A high-quality wood fiber matte paper for use when premium paper is not required. It contains OBAs giving it a bright white point. ISO Brightness 104%. 192 gsm, 10.3 mil.

### Epson Premium Luster

Premium Luster Photo Paper delivers highly saturated prints by offering maximum ink coverage and a high D-Max for true photographic reproductions. Its 10-mil RC base gives prints a photographic feel. Use for people pictures. ISO Brightness 97%. 240 gsm, 10 mil.

### Epson Premium Gloss

Highest color gamut available for vivid color reproduction RC paper base for photo prints Glossy surface. Good choice for use with acrylic mounting. ISO Brightness 92%. 260 gsm, 10 mil.

### **Epson Metallic Gloss**

An RC paper base with a reflective metallic glossy finish. The metallic look varies by subject matter. Good choice for acrylic mounting. ISO Brightness 81%. 260 gsm, 10.5 mil.

## **Printers and Inks**

Robin Imaging uses Epson P9570 and P20000 printers. These printers are the most advanced fine art printers on the market today. They use Epson UltraChrome PRO pigmented ink set. They can produce exceptionally smooth gradations with a very large color gamut. The B&W is true B&W. The color inks are rated for a 200-year life and the B&W is rated for 400 years.

## **Finishing**

### **Mounting**

Prints can be mounted to foam boards, PVC, or aluminum.

### **Framing**

Robin offers a full line of custom framing to complement all forms of artwork. We encourage the use of Conservation or Museum glass for the longest life.

### **Samples**

Samples of all of our papers are available.

## **Life Expectancy**

### **Display Conditions**

The life expectancy of all inks and dyes is greatly impacted by display conditions. It is affected by both the amount of UV light and the number of hours per day that it is exposed to it. To achieve maximum life, fine art prints should be displayed behind glass. UV absorbing glass such as conservation and museum glass provide the most protection. Please note that when using UV absorbing glass, it will decrease the brightening effect of (Optical Brightener Additives) (OBA).

Print permanence ratings are based on accelerated testing of prints displayed indoors, under glass or overcoated. Actual print stability will vary based on the light intensity, humidity, and atmospheric conditions. For maximum print life, display all prints behind UV absorbing glass, with lamination, or with overcoating.

Fine art papers should be framed using acid free materials and displayed behind UV absorbing glass. When displayed under the proper conditions they are expected to last 100-400 years without significant fading. Prints containing OBAs may show some color drift toward yellow over time as the brighteners begin to fade. This could begin to show anywhere between 5-40 years depending on how much UV light they are exposed to.

## **Steps in the Premium Fine Art Reproduction Process**

### **Determine Your Goals**

This is the most important part of the process. Our customer service representative will talk with you to determine your needs and preferences. Based on your artistic vision, he or she will advise you on the best alternatives.

To assure ample time for our customer service representative to meet with you, it is helpful to schedule a time to meet.

### **Scan**

Robin Imaging has one of the most advanced and complete copy facilities in the country. We can copy most types of original artwork at resolutions far in excess of what other imaging services can produce.

Please give us a name for your art, so that our records are consistent with yours.

### **Pre-production**

All of Robin's input and output devices are carefully profiled to produce the color as accurately as possible. Since some colors can be difficult to reproduce, we combine our color knowledge with our understanding of your goals to obtain the look you are trying to achieve.

### **Proofs**

Proofs are made on the same material as the finished product for you to review and approve. If requested, we will make corrections and a second proof. Please allow 3 days for the first proof and 3 days for additional proofs. Additional corrections and proofs beyond two are \$40 per proof.

### **Corrections Sign Off**

Basic overall color and density corrections are included. If corrections require masking or other specialized methods, we will provide an estimate of those costs. Once the proof meets your approval, it should be signed and returned before production begins. Proofs are returned to the customer and should accompany future orders.

### **Final Prints**

The final print size should be specified for both image size and trim size (includes all borders). Prices are based on trim size.

Once the proof has been signed and returned, production time is normally three days.

### **Reorders**

With our Premium and Color Plus Proofing we give you the proof, a copy of the color corrected file, and we archive the file for three years. This allows us to match the original print on future orders and avoid further costs to scan and proof.

Since each batch of materials and inks has slight variances there may be some minor differences when reordering. If a material is discontinued, we will come as close to the original order as we can with the materials available.

### **While-U-Wait proofing**

Are you in a hurry or have a long drive that makes coming in to view proofs difficult? If so, ask about our While-U-Wait proofing.

## **Limit of Liability**

Even with the best of care, sometimes accidents happen. If damage should occur, our limit of liability is \$500 per

piece, up to a maximum of \$1000 per order. You have the option of purchasing additional insurance at \$0.25 per \$100 of coverage, up to \$1,500 per piece. This must be done at the time you place your order.

Some artwork is so fragile that almost anything could damage it. We will provide the utmost care, but these originals will only be accepted with no liability on our part. There is an additional charge for the special handling required by fragile or wet art.

# Pre-production Prices

## Original Art Capture

	8"x10"	12"x18"	20"x24"	24"x32"	30"x40"	48x60
Base	37.50	42.50	50.00	57.50	65.00	92.50
Premium	45.00	50.00	61.50	72.50	80.00	115.00

- Prices include an 8.5 x11 reference print.
- Additional charges apply for art requiring special handling such as wet paint or unfixed pastels.
- 4 GB Flash Drives \$7.00 each

## Proofing & Corrections

Premium setup charge	65.00
Additional Proofs (over 2)	40.00
Color Plus setup charge	40.00
Additional for non-professional files	25.00
Fine Art Proof	32.00
Enhance Image	15.00

- Quantity discounts available with multiple originals.

# Fine Art Print Prices

## Fine Art & Fine Art Photo Paper - 3 days

Paper Size	Enhanced Matte, Gloss, Luster	Metallic Gloss,	Somerset Velvet, Bamboo, Entrada	Photo Rag, Fine Art Pearl, Albrecht Durer
8x10	24.11	29.23	29.23	30.91
11x14	30.88	37.43	37.43	39.58
12x12	30.53	37.00	37.00	39.13
12x18	43.31	52.50	52.50	55.52
16x20	45.83	55.56	55.56	58.75
18x24	61.88	75.00	75.00	79.31
24x24	75.90	92.00	92.00	97.29
24x30	90.75	110.00	110.00	116.33
24x36	108.90	132.00	132.00	139.59
30x36	123.75	150.00	150.00	158.63
30x40	137.50	166.67	166.67	176.25
36x48	198.00	240.00	240.00	253.80
40x60	247.50	300.00	300.00	317.25
48x60	297.00	N/A	360.00	380.70*
60x96	594.00	N/A	720.00	761.40*

\* Fine Art Pearl, Albrecht Durer, Somerset Velvet, & Bamboo maximum size is 42x96 with 1" border

- Prices are based on image size. Borders over ½" are at additional cost.