

# Canvas Prints



www.robinimaging.com  
2106 Central Parkway  
Cincinnati, OH 45214  
(513) 381-5116  
Info@robinimaging.com

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

### Standard Fine Art

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 will be billed as a new job and 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 media 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.
- Our technician makes all adjustments based on their judgement.
- We give you 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 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 Canvas**

Use Fine Art Canvas when you want the closest color match, most detail, and longest life. We use the finest materials and most exacting color matching for our Fine Art Canvas.

### **Canvas**

Our Fine Art canvas is printed on Breathing Color Lyve Canvas. This canvas has the look and feel of traditional high-quality artist's canvas. It is a poly-cotton blend and has no OBAs (Optical Brightener Additives). OBAs make the canvas look whiter by reflecting UV light in the visible spectrum, which overwhelms the canvas's natural color, creating a higher perceived brightness. While OBAs appear to whiten the canvas, they can pose a serious threat to the integrity and longevity of a fine art canvas by causing metamerism, which leads to color shifts and accelerated yellowing over time. Since there are no OBA's the color does not shift as much when displayed in different types of light. 19 mil, 450 g/m<sup>2</sup>, ISO Brightness 97%. 100+ years certified archival by an accredited 3rd party

### **Printers and Ink**

Robin Imaging uses Epson P9000 and P20000 printers. These printers are the most advanced fine art printers on the market today. They use Epson UltraChrome PRO nine-color pigmented ink set. They have 4 levels of gray yielding extremely smooth gradations and exceptional shadow detail. The black and white inks are rated for 400 years and the color inks are rated for 200 years.

### **Finishing**

It is highly recommended that Fine Art Canvas be coated with a protective spray. See Canvas Finishing for details.

## **Wall Décor Canvas**

Our Wall Décor Canvas is printed on a premium canvas using a wide gamut solvent printer. This is an ideal canvas for commercial and residential applications requiring high quality, but not requiring an exact color match to the original.

### **Canvas**

We use a poly/cotton blend 17 mil 370 g/m<sup>2</sup> satin canvas with a whiteness level of 94. This product has OBA's for maximum brightness.

### **Printers and Ink**

Robin Imaging uses an Epson S80600 solvent printer. It uses 9 inks including orange and red to give an extremely broad color gamut. Inks are rated at 100 years.

### **Finishing**

It is not required that Wall Décor Canvas have a protective coating, however doing so will extend the life.

## **Fine Art vs. Wall Décor**

Most printers advertising giclee canvas are using solvent printers. This is the equivalent to our Wall Décor canvas. Our Fine Art canvas is truly a step above. We use extended gamut printers for both Fine Art and Wall Décor canvas prints, so there is not very much color variation. However, Fine Art has more attention put toward color balancing and has more shadow detail. Wall Décor has a more noticeable texture and sheen. The biggest difference between the two canvases is that Fine Art has no OBAs which tend to fade over time. This, along with a higher quality canvas and pigmented inks, gives it a longer life.

## **Canvas Finishing**

### **Stretching**

All stretching is done by hand by an experienced framer. Canvas prints can be stretched ready-to-frame, on 3/4" or 1" stretcher bars, or as a gallery wrap suitable to hang without framing. Our gallery wrap is available in 3/4", 1", 1.5", and 2" thicknesses.

### **Gallery Wrap Edges**

On gallery wraps your edges can be any of the following:

- Image Overflow – part of the image wraps around the edge – this may cause your crop to be tight on the face

- Mirror – The image on the face of the canvas is copied and reversed to print on the edge. – In most cases this will look as if the image continues, but it may look odd on some images if there is a face or some recognizable object on the edge.
- White
- Black
- Color – We can use any color or pick a color out of the image.

### **Protective Spray**

Robin Imaging uses spray coating instead of roll-on coatings. This provides a more even coating to avoid streaks sometimes associated with roll-on coatings. Unprotected canvas prints are much more susceptible to damage by dirt, moisture, and UV light. We offer spray coating in gloss and satin. The gloss finish provides the highest dynamic range, but it can cause glare if the lighting is not correct. Orders placed through the web site for Fine Art Canvas include a satin protective coat.

### **Texture Enhancement**

Texture enhancement is done by hand to add a brush stroke effect that picks up the lines in the painting, giving it a more realistic appearance. It adds depth and richness to the finished piece. Do not use this if the reproduction will be lit strongly from the side as the strokes may create glare.

### **Framing**

Robin offers a full line of custom frames to compliment all forms of artwork.

### **Samples**

Samples of all of our materials and finishes 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. Actual print stability will vary based on the light intensity, humidity, and atmospheric conditions.

For maximum life, fine art canvas prints should be overcoated with a protective spray. Canvas prints should not be displayed in damp or humid conditions.

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

### **Determine Your Goals**

This is the most important part of the process. Our design consultant 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.

### **Digital Capture**

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 provide. Please give us a name for your artwork, 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.

### **Proofing**

Premium Fine Art Proofs are produced on the same material as the finished piece. 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 and Sign Off**

Basic overall color and density corrections are included. If corrections require outlining or other specialized methods, we will provide an estimate of those costs. Once the proof meets your approval, sign and return for production to begin. Proofs remain on file at Robin after the job is completed for reference on future orders.

### **Final Prints**

Once the proof has been signed and returned, production time is normally 3-5 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 to purchase 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	27.30	31.50	39.40	47.25	55.50	78.00
Premium	36.75	42.00	52.50	63.00	68.25	99.75

- 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
Fine Art Proof	32.00
Enhance Image	15.00

- Quantity discounts available with multiple originals.

# Canvas Print Prices

## Fine Art Canvas Prints - 3 days (6 days with stretching and protective coating)

Image Size	Unstretched Canvas Print	With ¾" Bar & Protective Spray	With 1.5" Wrap & Protective Spray
12x12	34.40	68.28	74.18
12x18	46.50	89.74	96.61
16x20	62.00	117.29	125.96
18x24	83.70	142.76	152.20
20x24	90.42	153.07	162.52
24x24	108.50	177.97	188.81
24x30	125.55	202.92	214.71
24x36	150.66	237.79	250.77
30x36	174.38	279.50	294.84
30x40	193.75	302.65	317.99
36x36	209.25	329.62	347.31
36x48	260.40	406.42	427.48
40x50	301.39	454.61	475.67
40x60	346.17	531.82	557.31
48x60	415.40	633.10	662.94
54x72	523.13	824.86	866.76

- Canvas sides can be image, mirrored, black, white, or a color. There is an additional charge if you want us to create additional image for the sides on gallery wrap.
- Protective spray is available in satin or gloss
- Gallery wrap price is for 1.5" bars. 2" bars are available for additional cost.

## Wall Decor Canvas Prints – 3 days (5 days with stretching)

Image Size	Canvas Only	With 1.5" Gallery Wrap
12x12	23.54	58.22
12x18	32.10	72.49
16x20	42.80	93.80
18x24	57.78	113.32
20x24	62.42	117.96
24x30	86.67	156.03
24x36	104.00	180.35
30x36	120.38	210.60
30x40	133.75	223.97
36x36	144.45	248.49
36x48	179.76	303.64
40x50	208.06	331.94
40x60	238.97	388.91
48x60	286.76	462.30
54x72	361.13	607.56

- Canvas sides can be image, mirrored, black, white, or a color. There is an additional charge if you want us to create additional image for the sides on gallery wrap.
- Protective spray is not required, but it is available in matte, satin, or gloss.
- Gallery wrap price is for 1.5" bars. 2" bars are available for additional cost.