

**Fine Art Giclée  
& Professional Photographic Printing  
Price guide  
2014**



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# What

## What is Giclee Printing

Giclée Fine Art Prints (pronounced “gee-clay”) are extremely high quality, archival grade, digital prints that use an ultrafine ink-jet printing process to produce images of intense colour and vibrancy. Giclée printing is widely regarded as one of the very best photographic and fine art printing methods currently available and has become extremely popular with artists and photographers displaying their images in art galleries, museums and exhibitions.

Although originally devised in America, the word “Giclée” comes from the French verb “to spray” and refers to the ink being sprayed onto the paper. This sophisticated digital reproduction technology utilizes light-fast and UV-resistant pigment based inks with more colours than regular printing to produce beautiful digital reproductions that last much longer than those produced using traditional commercial fine art printing techniques. The Giclée inks are lightfast to an extremely high standard and are designed to be printed onto specially developed archival quality papers. The results are superb quality prints with unparalleled vibrancy and detail that should literally last well over a lifetime.



Besides the brilliant colour, sharp definition, and eye-catching visual quality of our Giclée Prints, their digital nature means that they can be reproduced exactly the same, time after time, even years apart. This makes our Giclée Fine Art Prints perfectly suited to limited edition prints and art gallery sales. We have printed Giclée Fine Art Prints for some of the finest artists and photographers and are regularly displayed at Exhibitions and in Museums and Galleries all over the world.

# How

## How do we produce your Giclee and Fine Art prints?

We produce our Giclée Fine Art Prints on the very finest, archival quality digital fine art papers. Our most popular and recommended papers are listed in this price list and are categorised by price for ease of reference but we do print on a complete range of other papers by request. Simply call us on 020 7237 4545 to discuss your requirements and one of our friendly team will be happy to advise you on print and paper options for your specific job and discuss the various finishes and archival properties resulting from your choices. We expect you to be fussy about the finish of your Giclée Prints and we're happy to work with you to ensure you get exactly what you want.



## Fine Art Trade Guild Print Standards

Our fine art printing service conforms to standards published by the Fine Art Trade Guild. The purpose of the Guild Print Standards is to protect the interests of consumers and maintain confidence in the art and framing industry.



All of our prints are made using 12 colour original Canon Lucia pigment inks with a scientifically proven light-fastness rating of up to 100 years. These inks are applied to Museum quality Archival papers from the finest producers and the combination of printer, ink and substrate is colour profiled enabling us to match our prints to your expectations

and guarantee that they will remain that way throughout the prints lifetime. Beauty is of course in the eye of the beholder so if you want to ensure that you get the exact result you desire we will work with you to ensure that the print profile is customised for your needs. If you would like to softproof your own digital art please ask us for an appropriate profile to match your chosen media (don't forget to calibrate your monitor first!



# Media

## Fine Art and Photographic print Categories

### Group 1

Group 1 products will provide excellent quality prints for proofing and general work

Olmec Photo Archival Matt 230gsm, Permajet Ultra Pearl 271gsm, Permajet Oyster 271 gsm, Permajet Gloss 271 gsm, Impressora Gloss 260 gsm, Impressora Satin 260 gsm, Innova Decor Poster 210 gsm



### Group 2

Group 2 products are ideal for high quality art posters and Photographs with a Fine Art look and feel

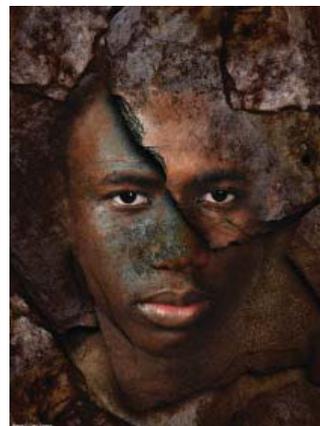
Innova Fibaprint White Matt 280 gsm, Permajet Portfolio 220gsm, Innova FibaPrint White Gloss 300 gsm, Innova FibaPrint White Semi Matt 300 gsm, Innova Soft Textured Natural White 190gsm, Innova Soft Textured Natural white 315 gsm



### Group 3

True Archival Fine Art papers for the aspiring artist  
Heavier weight and speciality finish papers

Permajet Fibre based Distinction 350gsm, Permajet Photo Art Pearl 290 gsm, Permajet Portrait Velvet 310gsm, Permajet Museum 310 gsm, Permajet Parchment 285 gsm, Innova Soft White Cotton 280 gsm, Innova Cold Press Rough Textured 315 gsm



## Group 4

Fine quality Fine Art and Photographic papers suitable for exhibitions, museums and Limited Editions

Somerset Enhanced Velvet 255 gsm, Somerset Photo 300 gsm, Canson Edition Etching Rag 310 gsm, Canson Platinum Fibre Rag 310 gsm, Canson High Gloss Premium 315 gsm, Hahnemuhle Albrecht Durer 210 gsm, Hahnemuhle William Turner 190 gsm



## Group 5

Classic Fine Art Papers renowned throughout the world for the most high end work.

Hahnemuhle German Etching 310 gsm, Hahnemuhle Museum Etching 350 gsm, Hahnemuhle Photorag 308 gsm, Hahnemuhle Photorag Pearl 320 gsm, Hahnemuhle Fine Art Pearl 285 gsm



# Prepare

We accept Artwork in most of the popular file formats, PDF, TIFF, JPEG, PSD, AI. However you provide your files please ensure that they are high resolution (minimum 300dpi at the print size and that the layout is complete e.g if you want a white border of a specific size for framing please ensure that your page layout includes the border as we will trim the print to the exact size of your artwork. As a general guide for colour prints, your images should be in RGB, any layers flattened and preferably saved as a Tiff file (.tif) with LZW compression. This will maximize the quality of your image and also keep the file size down. Other file formats are acceptable such as a layered tiff or photoshop document (.psd) but these will have an inherently larger file size. Jpegs (.jpg) are fine for smaller prints but because of their image lossy nature it is not recommended that you save any files in this format. Images shot as in-camera Jpegs are once again mostly suited to small to medium prints.

# Prices

	Group 1	Group 2	Group 3	Group 4	Group 5
<b>Size</b>					
<b>A4</b>	£4.00	£5.00	£6.00	£7.50	£9.00
<b>A3</b>	£7.00	£9.00	£11.00	£13.00	£15.00
<b>A2</b>	£12.00	£15.00	£18.00	£21.00	£24.00
<b>A1</b>	£20.00	£25.00	£30.00	£35.00	£40.00
<b>A0</b>	£32.00	£40.00	£48.00	£56.00	£64.00
<b>Per m2</b>	£32.00	£40.00	£48.00	£56.00	£64.00

\* Sizes are the complete size of your print including any border required for mounting or framing.

For sizes not listed please refer to the next size up. For example if your print is larger than A3 but smaller than A2 the A2 price applies. In some instances where the print size is very close to the standard size quoted we may charge the lower cost. Please check when ordering your prints. The prices quoted are for one-off prints, if you require multiple prints from the same file on the same material at the same size (i.e multiple identical prints) then discounts will apply.

2-5 identical prints 5%  
6-10 identical prints 10%

11-20 identical prints 15%  
21-50 identical prints 20%

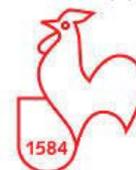
50 + POA

**Please note that we have a minimum charge of £10 for prints on to Fine Art Medias**



**ST CUTHBERTS MILL**  
Wells, England

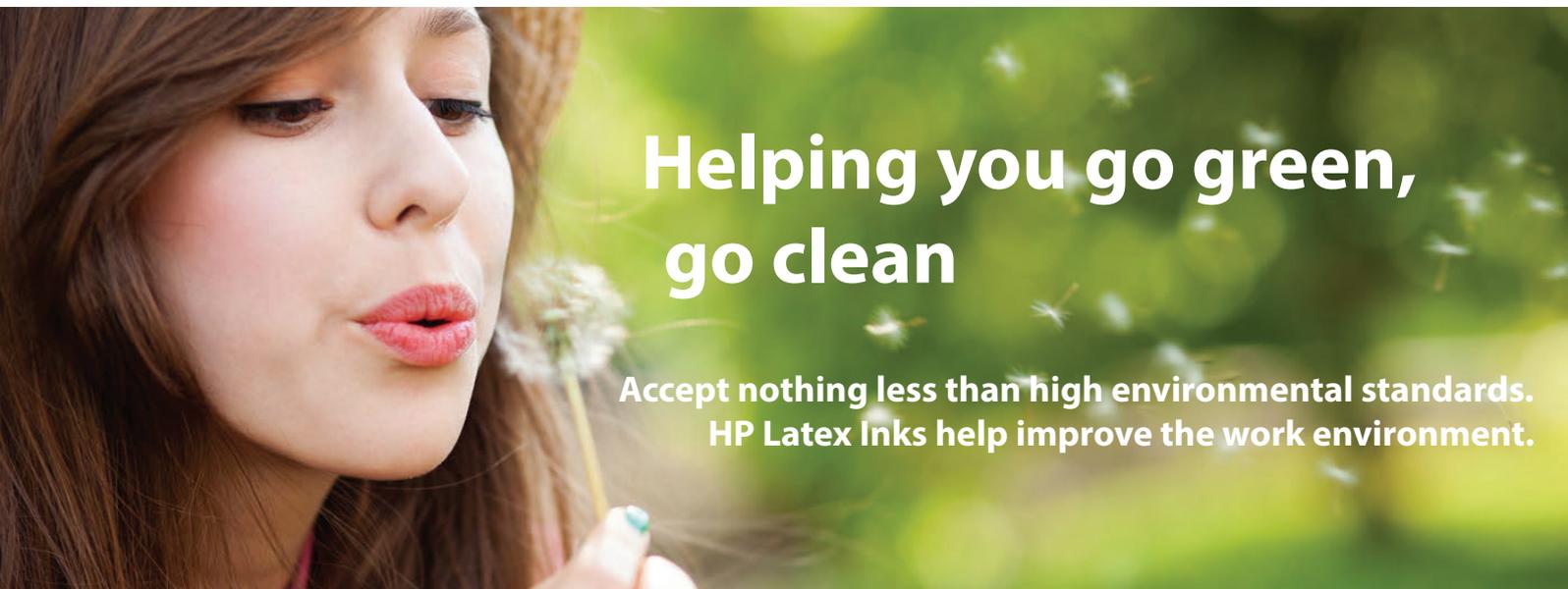
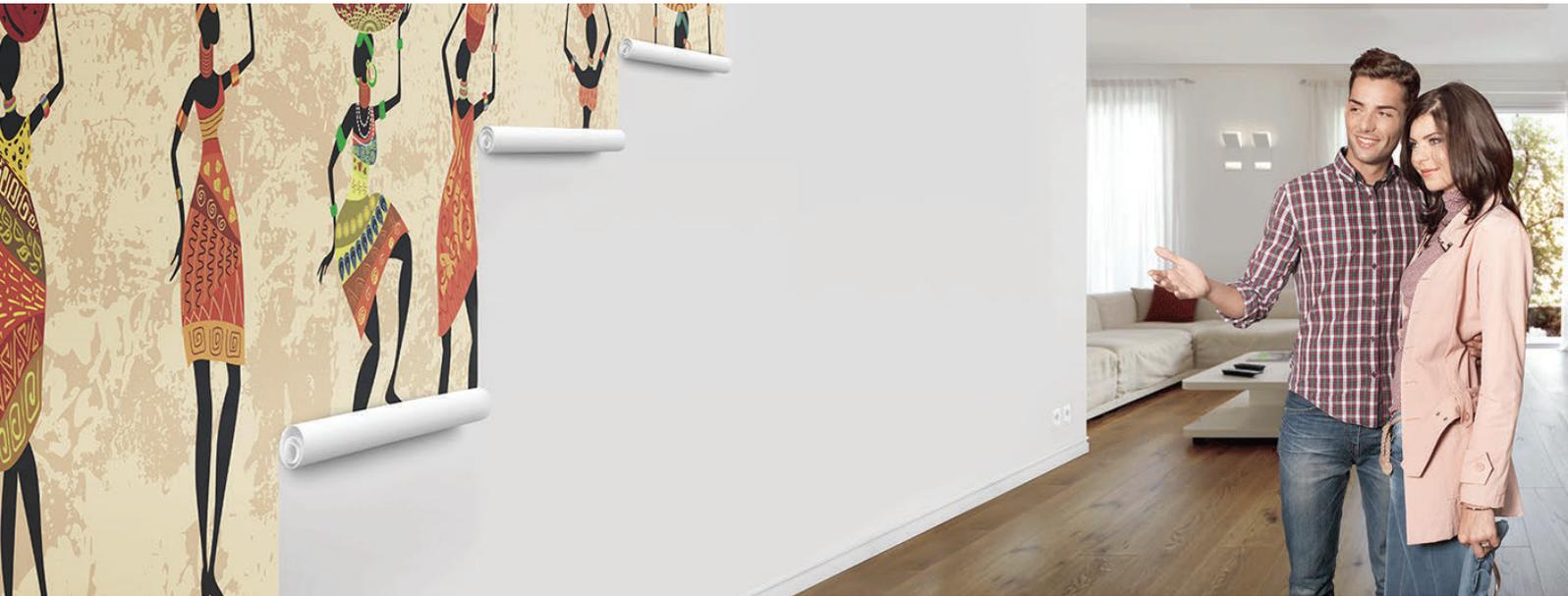
**Hahnemühle**  
FINEART



# What's new

Custom wallpaper is here! Ask about our Eco-friendly high-value customized wall decoration for residential, retail, or commercial spaces, from wallcoverings to posters and canvas.

From wall layout to print, our HP WallArt makes it simple.



**Helping you go green,  
go clean**

**Accept nothing less than high environmental standards.  
HP Latex Inks help improve the work environment.**