

McGreevy

**PROLAB****& ProPress**

Professional Quality Photo Lab &amp; Press Printing Services

518-426-1039

**Giclée Printing - Watercolor Paper & Canvas** (page 1 of 5)

**About Our Service:** Reproduce your artwork and photography as limited editions that will truly impress even the most demanding art collectors. Here at McGreevy ProLab & ProPress we have invested a tremendous amount of expertise and resources into building a truly top notch Giclée printing department. The quality of our Giclée will rival any you could find throughout the country. We use only the finest quality archival artist grade paper and canvas. Our advanced high fidelity color management system ensures that each media type is individually profiled for its unique surface characteristics, ink absorption rate and true color response. The result is highly accurate, consistent color balance that is repeatable across all media types. Our Giclée printer utilizes a 12-color pigment ink technology that has remarkable archival permanence ratings in excess of 150 years. The wide color gamut, rich saturation, deep blacks, definition and detail make these prints truly stunning.

**Original Art Reproductions:** Accurately reproducing an original work of art is an intricate process that demands the patience of a skilled technician and a keen eye for color. They say it's all in the preparation, and that couldn't be more true. Far and away the most critical steps of this process begin with highly accurate "Digital Capture" and then "Color Match Approval Printing".

**Digital Capture** (copy photography) - We use the BetterLight Large Format Digital Capture System which is capable of creating absolutely breathtaking images up to a enormous 309mb file size. With absolute corner to corner sharpness, BetterLight's pure RGB pixel data captures billions of colors with outstanding detail and clarity. Hands down this is the worlds finest method for capturing original art. Our standard turn-around for this phase of the project is three working days. The cost of our BetterLight Digital Capture is based on the file size needed to make the final print at 250 ppi (see "BetterLight Digital Capture" for pricing).

**Color Match Approval Printing** - Our BetterLight Digital Capture is truly phenomenal, but the image is far from being ready to print directly out of the camera. Photoshop adjustments must be made for exact size, cropping, contrast, luminosity, color saturation, and a host of other considerations. Finally when the image on the monitor represents a close match to the artwork, we make with a series of small crop test prints and compare our results to the original. This process often requires several rounds of additional adjustments and test printing until everything begins to fall into place. The final approval prints we provide to the artist will include an 8x10 of the full artwork plus a number of crop tests showing detailed sections at final print size. These approval prints allow the artist to inspect the color, density and detail of an image as well as suggest any changes required before a full size print is made.

Square Inches	Color Match Approval Printing
35 to 475 (5x7 & up)	\$30.00
476 to 1150 (20x24 & up)	\$40.00
1151+ (30x40 & up)	\$50.00
Includes an 8x10 print (a \$20 Value!)	
Price based on the image dimensions of a final (full size) print. <b>i.e.:</b> 24x36 = 864 sq." (\$40.00)	

- Approval prints are mandatory for all artwork reproductions.

**Turn-around:**

*Does not include "Digital Capture".*

**Normal: 2 Days**

*24hr. Rush +50%*

*6-8hr. Rush +100%*

**Note:** Although we can get very close to the general look and feel of the original, exact matching of artwork is unattainable and unrealistic. A fine art Giclée print is a unique entity, in an alternate medium from the original, and should be evaluated as such. We offer this friendly cautionary advice for those perfectionists who seek an exact replica of their original creation.

*Prices are subject to change.*

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**Giclée Printing - Watercolor Paper & Canvas (page 2 of 5)**

Cost Per Square Inch	
Square Inches	Custom 1'st
80-110	.23
111-150	.20
151-200	.17
201-250	.16
251-310	.14
311-475	.13
476-595	.12
596-1150	.11
1151-2300	.10
2300 +	.09

Discounts	
Print Ready & Re-Orders 1'st	
	-15%
2+	-15%
5+	-25%
10+	-35%

- **Square Inch Pricing** - Price is determined by the total square inches of the printed image. This way you only pay for the exact size you need.  
i.e.: 20x20 image = 400 sq." 400 x .13 = \$52.
- **Media** - All media types (papers & canvas) are the same price.
- **Maximum Width** - 44" is our widest print. There are no limitations on length.
- **Panoramic** - Any image with more than 1:2 ratio and is longer than 44", will be charged for the entire width of the roll needed to make the print (either 24" or 44").
- **CD Burn** - The Custom 1'st print includes a CD burn (free of charge), so you can retain a copy of the file for safekeeping and future orders.
- **In-House Archiving** - We automatically archive all Giclée final print files for convenient re-ordering, but we want to be clear that these files are not stored indefinitely and we are not responsible for the safekeeping of customers files.
- **Re-Orders** - In the process of making your Custom 1'st print, we essentially create a file that is "Print Ready". All subsequent reprints from this file will qualify for the lower "Print Ready/Re-Order" price, provided there are no changes. If a different print size or additional adjustments are required, than you must pay the Custom 1'st print price.
- **Deckled Edge** - These hand torn edges have a very beautiful look when the print is floated in a shadow-box style frame. It also eliminates the need for matting. Add \$5.00 per print.
- **Coated Canvas** - We apply a Clear Satin Liquid Lamination that is specifically designed for giclée canvas. It protects the surface from moisture, abrasion, dirt, harmful gases and UV light, while also providing a beautiful varnish-like finish that enhances the richness and vibrancy of the colors. The elastic properties of the liquid lamination allows it to be stretched without cracking.

Per order total \$ .05 per square inch  
 \$ .03 per square inch over 500" sq.  
 \$ .02 per square inch over 2500" sq.  
 \$10.00 minimum

Square Inch Pricing Calculated for Common Sizes					
All media types (paper & canvas) are the same price—Includes Free Borders					
	Custom 1'st	Print Ready & Re-Orders 1'st	2+	5+	10+
8x10 (80 sq.)	18.40	15.64	15.64	13.80	11.96
11x14 (154 sq.)	26.18	22.26	22.26	19.64	17.02
16x20 (320 sq.)	41.60	35.36	35.36	31.20	27.04
20x24 (480 sq.)	57.60	48.96	48.96	43.20	37.44
24x30 (720 sq.)	79.20	67.32	67.32	59.40	51.48
30x40 (1200 sq.)	120.00	102.00	102.00	90.00	78.00
40x60 (2400 sq.)	216.00	183.60	183.60	162.00	140.40

**Free Border Included!**

Paper Prints = 1.5" Border  
 Canvas Prints = 2" Border

**Turn-around:**

Does not include "Digital Capture" or "Color Match Approval Printing".

**Normal: 48 hrs**

24hr. Rush +50%  
 6-8hr. Rush +100%

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**Giclée Printing** - Watercolor Paper & Canvas (page 3 of 5)**Available media** (*All media is the same print price*)

**Somerset Velvet:** Since the 1700's Somerset has been made in England by St. Cythberts Paper Mill. This 100% mould-made cotton rag paper has a softly textured surface with the look and feel of a traditional watercolor paper. The base color is considered "radiant" white, which delivers vivid color reproduction and exceptional contrast. The D-max (black) is not as deep as with the German Etching or UltraSmooth, but the soft beautiful look of images on Somerset Velvet makes it one of our most requested papers. Acid free. Weight = 255gms.

**Hahnemühle German Etching:** Founded in 1584, Hahnemühle is Germany's oldest and most prestigious paper mill. German Etching is mould-made from 100% Alpha Cellulose (a very pure form of wood pulp with the same properties as cotton rag). This paper has a magnificent coarse texture and a "natural white" base color. With outstanding D-max (black), exceptional contrast, and vivid color reproduction, you can not go wrong with German Etching paper. Acid free. Weight = 310gms

**UltraSmooth Fine Art Paper:** This 100% cotton hot press rag paper has an extremely smooth surface for incredible detail, outstanding D-max (black), exceptional contrast and vivid color reproduction. The base color is "natural white" with a slight cream color. This paper is not only acid free, but it is also lignin and chlorine free, with a calcium carbonate pH buffer for superior archival properties. Weight = 250gms.

**Premium Canvas Matte:** This tight-weave heavyweight canvas is made from a durable blend of 65% polyester and 35% cotton. This cotton/poly formulation is critical, as it allows the canvas to be stretched without sagging. The surface is factory primed with a special matte coating optimized for giclée printing. The image quality is superb with excellent D-max (blacks), nice contrast, and true color reproduction. Weight = 375gms.

*Samples available upon request***Two levels of Giclée printing:**

**Print Ready** - Exercise total creative control and save money. This service is designed for those who have a working knowledge of Photoshop and operate in a color calibrated environment. **"Print Ready" image files should be ready to run without preview.**

**Giclée "Print Ready" Criteria**

- Files must be flattened, RGB, Jpeg or Tiff.
- Files must not have alpha channels.
- Files must be embedded with Srgb, Adobe 1998, or ProPhoto RGB profile.
- Files must be sized in inches to desired print size.
- Files must include borders (if desired).
- Files must be 8 bits color per channel.
- Files should be cleaned at 100% pixel size and color corrected.
- Files will be printed "as is" as provided by the customer.
- Real time interpolation and media output profile are provided at time of printing.

**Custom** - All aspects of file management as described above in "Print Ready" are attended to by our technicians. Images are corrected for accurate color, density, contrast, and saturation. Burning, dodging and localized adjustments are performed to achieve the best image quality. Special sizing, cropping, and borders are all done to your exact specifications.

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**Giclée Printing - Stretched Canvas** (page 4 of 5)

Printed on premium artist grade canvas and then stretched over standard  $\frac{3}{4}$ " thick stretcher bars, this traditionally stretched canvas print is ready for framing. All stretched canvases are finished with a durable clear Satin coating that protects the surface while enhancing the richness and vibrancy of the colors. This service is popular with artists who are reproducing paintings, as well as with photographers who want a premium product to showcase their very best images (wedding, portraits, landscapes, etc).

Standard Sizes	
8x10	45.00
11x14	62.50
16x20	90.00
16x24	100.00
20x24	110.00
20x30	125.00
24x30	135.00
24x36	150.00
30x40	210.00
36x48	252.00
36x60	312.00
Square Sizes	
8x8	40.00
10x10	50.00
16x16	80.00
20x20	100.00
24x24	120.00
30x30	150.00
36x36	216.00

**Includes:**

- Expert file set-up & color correction.
- Printed with archival inks on premium artist grade canvas.
- Stretched onto  $\frac{3}{4}$ " thick standard bars (suitable for framing)
- Protective liquid lamination coating.
- Free CD Burn - for safekeeping and future orders.

Discounts			
Re-Orders 1'st	2+	5+	10+
-10%	-10%	-20%	-25%

**Turn-around: 4 days**

3 Day Rush +25%  
2 day Rush +50%

- "Print Ready" discount not available - border set-up is too precise

Custom Sizes			
Mix and match any two standard stretcher bar lengths to create a custom size. IE: 10x20 = 30 linear inches (30 x \$2.50 = \$75)			
	up to 69"	70"+	90"+
Cost per linear inch (width + length)	\$2.50	\$3.00	\$3.25
Size Limit: 36" maximum width 48" maximum length			

**Note:** Artists who are reproducing paintings should keep in mind that **Digital Capture** of your original art as well as **Color Match Approval Printing** are required. Please see those sections for pricing and turn-around times.

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**Giclée Printing - Canvas Gallery Wraps** (page 5 of 5)

Gallery wraps are beautiful finished works of art – ready to hang. Printed on premium artist grade canvas, the image is completely wrapped around the sides of sturdy 1½” thick stretcher bars, eliminating the need for framing. All Gallery wraps are finished with a durable clear Satin coating that protects the surface while enhancing the richness and vibrancy of the colors. We even include the hanging hardware, it couldn't be easier! Gallery Wraps are perfect for interior decorating and they also make wonderful gifts. They really are an excellent value; you get printing, stretching, coating, hardware and a beautifully finished piece all for less than the cost of just one custom frame.

Standard Sizes	
8x10	54.00
11x14	75.00
16x20	108.00
16x24	120.00
20x24	132.00
20x30	150.00
24x30	162.00
24x36	180.00
30x40	245.00
36x48	294.00
36x60	360.00
Square Sizes	
8x8	48.00
10x10	60.00
16x16	96.00
20x20	120.00
24x24	144.00
30x30	180.00
36x36	252.00

**Includes:**

- Expert file set-up & color correction.
- Printed with archival inks on premium artist grade canvas.
- Wrap stretched onto sturdy 1½” thick gallery bars.  
Or ¾” thick standard stretcher bars.
- Protective liquid lamination coating.
- Hanging hardware attached (ready to hang).
- Free CD Burn - for safekeeping and future orders.
- No need for framing.

Discounts			
Re-Orders 1'st	2+	5+	10+
-10%	-10%	-20%	-25%

**Turn-around: 4 days**

3 Day Rush +25%  
2 day Rush +50%

- “Print Ready” discount not available - border set-up is too precise

Custom Sizes			
Mix and match any two standard stretcher bar lengths to create a custom size. IE: 10x20 = 30 linear inches (30 x \$3.00 = \$90)			
	up to 69”	70”+	90”+
Cost per linear inch (width + length)	\$3.00	\$3.50	\$3.75
Size Limit: 36” maximum width 60” maximum length			

**Set-up Notes:** Gallery wraps require 2” of extra image on all sides to wrap around the stretcher bars. Most pictures just don't have this much extra space to spare without cropping into something important. Not to worry, we have a variety of digital methods for constructing additional image along the edge to complete the wrap. These methods include a combination of tricks like cloning, mirroring and stretching from edges of the existing image. Some pictures will require a solid color to finish off the edge. Either way, we do a professional job and all file set-up is included in the price.

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