



INTRODUCTION TO GICLÉE

Issue No. 24

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*A semi-annual
newsletter & price list
for fine artists.*



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Giclée, from the French word, 'gicler' for spraying and 'gicleur' for nozzle, describes the process of printing high resolution fine art reproductions. Giclée prints are being purchased in record numbers by publishers, curators and collectors and are widely shown throughout galleries and museums.

Giclée technology has matured to a "print-on demand" level, whereby an artist can self-publish without having to stockpile large quantities of prints. Now you can print museum quality giclée reproductions at surprisingly affordable prices, and sell your work in controlled, limited editions or print small quantities as they are sold. No large investments, and no storage or damage problems.

Artists, publishers and collectors are immediately taken with the exquisite look and feel of giclée.

We use the latest in state-of-the-art micro-piezo printing, and long-life, fade-resistant archival pigments to produce our prints. High technology printmaking combined with a variety of acid-free canvas and fine archival papers allow us to produce exceptional quality prints up to 48" inches wide by up to 72" long. Extensive research has been conducted on the life and fade-resistance of these inks. Recently, Wilhelm Imaging Research, Inc., announced findings that, using proper care and lighting, these prints can retain their image quality for well over 100 years and in some cases 200-300 years.

Deep, rich and vibrant colors.

While not every printmaker can reproduce all colors, our process is able to reproduce over 90% of the visible color spectrum. This means that we can achieve colors that most printmakers and commercial litho printers cannot, and we are able to match the artist's work more closely. The resulting images are so intense and life-like that it's often difficult for even the artist to distinguish the copy from the original. Artists often enhance their prints by embellishing with oils, acrylics, markers, gold leaf, torn edges, etc., to make each piece unique and thus more valuable.

A fresh, hands-on approach to traditional giclée.

As an artist owned studio we understand your need to produce the highest quality prints possible. We take personal care, and extra time and effort to ensure that each print is finely crafted and reflects the brush strokes, details, color, and tone of the original. Each print requires more than an hour to make, and nothing is rushed. You can trust our many years experience to faithfully capture and reproduce every subtle detail of your work.

PLANNING YOUR ORDER



Don't apply protective coatings to your artwork prior to photography to prevent glare. Your work can be submitted to us in a variety of ways:

- **BEST:** A high resolution scan (300 dpi), produced on a large professional quality scanner, at 100% of original size. Save in RGB mode, TIFF or PSD format (native Photoshop), onto a CD with compression off. (RGB mode should be used for grayscale images too.)
- **SECOND BEST:** A digital photograph taken from a camera with 20 or more megapixels. This should be at 300 dpi resolution, RGB mode, Tiff or PSD, at 100% of original size. A lower megapixel image subsequently upsized will not reproduce as well.
- **THIRD BEST:** A 4"x 5" or 8"x 10" "repro quality" color transparency.

This should be shot by a professional photographer experienced in museum quality photography. 35mm slides are not acceptable. Be sure to send us the original transparency (not a copy). Each successive generation or copy degrades the image further.

• If you have no way to capture your image in your area, send us your original *unframed* artwork, rolled in a Fedex tube. We will scan it and return it to you with the first proof. Send to Adtech Communications, Inc., 1119 South Mission Road, #357, Fallbrook, CA 92028. Our studio is equipped with a constantly monitored security alarm system, and we will absolutely guard your treasured art so it can come to no harm.

AdTECH
COMMUNICATIONS INC.

1119 South Mission Rd, #357
Fallbrook, CA 92028
(760) 731-7491
Fax: (760) 731-9291

Member Printing Industries of America

www.adtech-giclee.com

PAPER & MEDIA

Your prints can be reproduced on a variety of acid-free, pounded or smooth, fine art watercolor and printmaking papers, cotton duck canvas, rice paper and photographic papers.

We are proud to offer premium, imported and domestic papers that have been carefully selected for their esthetics and long life expectancy. All are substantial weights that will give your editions the look and feel of originals.

In the interest of keeping things simple, we offer all stocks for the same price. There is no price difference between prints made on canvas or watercolor paper.

▲ **Hahnemühle Allegretto**
100% cotton fiber, acid free, pH neutral, soft press, 140 gsm, German Fourdrinier made. This fine pale ivory paper has a light pounded look of watercolor paper.

▲ **Albrecht Durer**
Hahnemühle 50% cotton, acid free, pH neutral, soft press, 210 gsm, German Fourdrinier made. This is our most popular medium textured, watercolor paper designed to minimize image fading.

▲ **Concord Rag Bright & Natural White**
100% cotton fiber, acid free, pH neutral, mould-made in the U.S. 256 gsm, a long life, smooth finish, museum quality paper.

▲ **Hahnemühle William Turner Watercolor**
Our heaviest (and by far most popular) stock. 100% cotton rag fine art paper, acid free, pH neutral, 300 gsm, German mould made. A heavier, more textured and stiffer alternative to the popular Concord line. This paper is similar to Arches Cold Press Watercolor. The color vibrancy and detail is far superior however. The texture is rough pounded and exceptional for fine art renderings.

▲ **Canvas Textured Paper**
An inexpensive alternative to traditional fine art papers, a bright white, matte finish, machine-made textured paper.

▲ **Artist Canvas - Heavy & Coarse**
100% cotton provides bold color reproduction with excellent contrast. Specifically made for premium quality fine art printmaking, this canvas is best for art using large bold brushstrokes. Attractive semi gloss-finish.

▲ **Artist Gloss Canvas - Smooth & Light**
This material is also specially made for fine art reproductions, but is more suitable for portrait or small-stroke finely detailed images, like paintings on silk or linen. Semi gloss finish.



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SCANNING, SET-UP & PROOFS

High Resolution Scanning:

Scan your color transparency – \$50 each.

Scan your original art – \$125 each.

Archive image to CD-ROM for future reproductions

– \$10 per image up to 700 Mb.

Set-up & System Time: First-time printmaking requires a standard \$50 set-up charge (in addition to the cost of the scan). This is a one-time charge that is not charged on re-orders. Digital alteration is billed at \$25 per quarter hour. Signature removal – \$15 flat charge.



Proofs: We will submit a scaled down proof of your image, approximately 8" x 10", printed at calibrations which we believe are closest to optimal. Keep in mind we try to match as closely as possible what you send us. If you send us the original, that's what we'll try to match. Transparencies can

sometimes have a color shift that's not noticeable until it shows up on the proof. Therefore many artists like to see additional proofs. We will accommodate you at no additional charge (within reason).

Captions: Descriptive text positioned below the image such as captions, titles, etc. are charged at \$25. We use Palatino, but please specify preference if any.

Terms: All orders must include 50% deposit with the balance due before shipping. We accept Paypal. If you pay by personal check, please allow sufficient time for clearing. California State Sales Tax is added to all orders shipped within the state unless we have a valid Resale Certificate on file.

Shipping: Your prints are securely boxed and shipped via Fedex Economy. Acid free paper is used for interleaving between each print. Original art is returned Registered Insured U.S. Mail or Fedex. All shipping and handling charges will be billed to the customer.

FREE \$50 SET-UP WITH ORDER OF 10 PRINTS OR MORE

(Not valid in combination with any other discounts.)

STANDARD PRINT SIZES & PRICES

Maximum print size is 48" wide x 72" long. In addition, all prints come with a 2" white border all around, for example, a 24" x 30" print will actually measure 28" x 34." □

Protective U.V. coating is optional, and applied to canvas only.

Average Sample Price: Image scanned from transparency, 2 prints on w/c paper 24" x 30" size = \$280 (\$50 Scan, \$50 Set-up, \$75 x 2 prints, \$10 Archive, \$20 Shipping). **Reorder Price:** \$105 each.

Finished Print Size	up to 12" x 18"	up to 18" x 24"	up to 24" x 30"	up to 24" x 36"	up to 30" x 40"	up to 36" x 48"	up to 48" x 72"
One Print	\$40	\$60	\$85	\$95	\$125	\$175	\$305
2 - 10 Prints (each)	\$35	\$50	\$75	\$85	\$110	\$155	\$275
Over 10 Prints (each)	\$30	\$45	\$70	\$80	\$95	\$125	\$235
Optional Coating (each)	\$10	\$10	\$20	\$20	\$20	\$25	\$45

★ ★ Especially aggressive pricing on large volume projects.

Limits of Responsibility: For your protection, we maintain strict confidentiality. All artwork received will be handled with proper care and strict adherence to any copyright concerns. Submitting a print, film, transparency, negative or original artwork to Adtech Communications, Inc. for printing, scanning, or other handling constitutes an agreement by the client that any damage or loss by Adtech Communications, Inc., will entitle the client to replacement with a like amount of film, print or raw material. All prices subject to change without notice.