With PermaJet…
It's always been about your image!

- Company originally formed in 1983 as Nova Darkroom
- PermaJet brand launched in 1999
- A long history of helping achieve better printed images
- From Darkroom through to Digital
- UK & Agents in 27 countries worldwide

Why do my prints not match my monitor?

Images can often look great on a monitor but don't exactly print the same way, so you may try editing colours and reprinting to get what you see on screen...

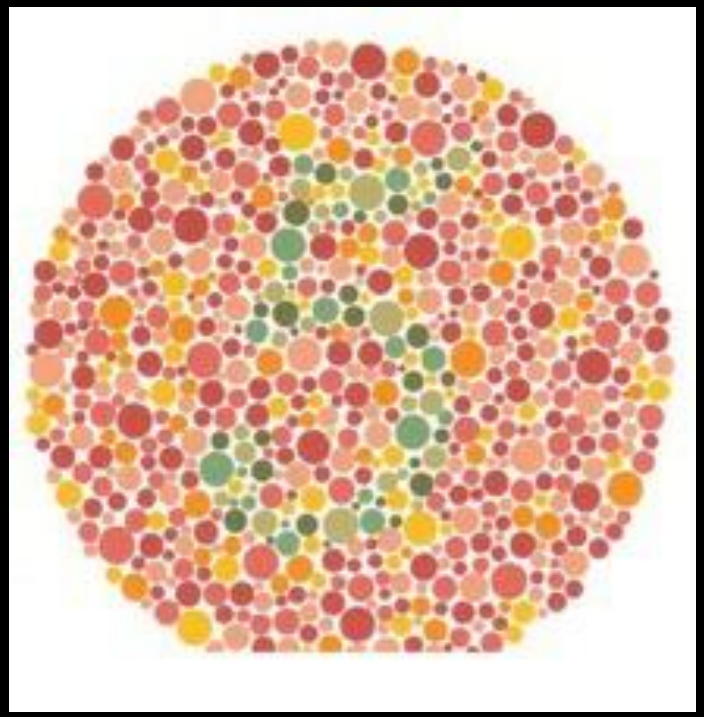
All sounding familiar?

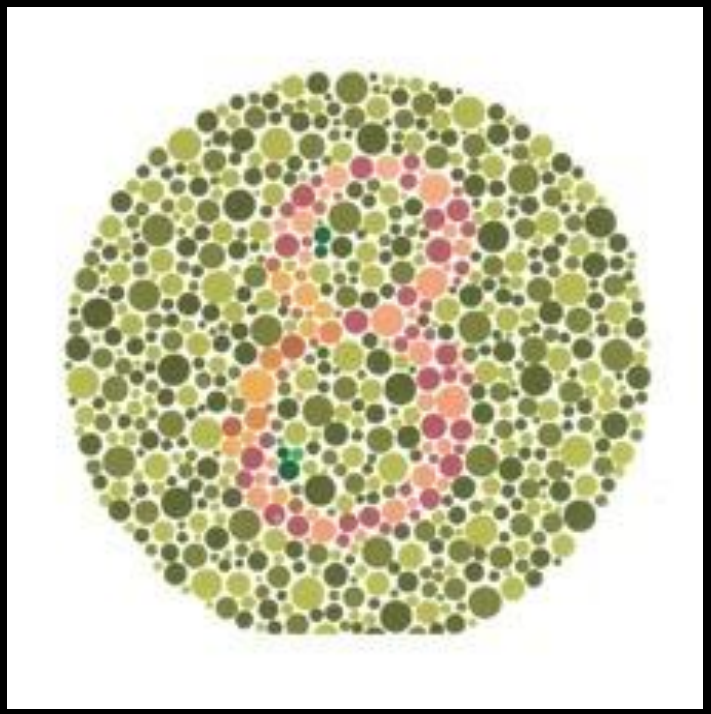
Do I really need to use colour management?

Have you convinced yourself that you can solve your colour problems by eye alone?

Can you really trust your eyes…?

What numbers can you see?





Does your monitor matter?

- Yes, as it is the “preview” of your printed image
- Modern monitors are LED Backlight
- Different types of panel – Twisted Nematic, Vertical Alignment , In Plane Switching.
- Mac products are typically - IPS
- All monitors show colours in RGB
- Monitor workspace is typically sRGB (Top of range = Adobe RGB)
- ‘4k’ ,‘5k’ or ‘Retina’ refers to the DPI or resolution of the screen

Calibrate your monitor regularly

There are certain things to consider when calibrating your monitor…

- Allow 30 minutes warm up time
- Clean the screen
- Reduce brightness to approx. 100 – 120 Candela
- Consider the position of the monitor in the room
- Check changing light conditions as the ambient light can affect the image displayed on screen (low light is preferred)

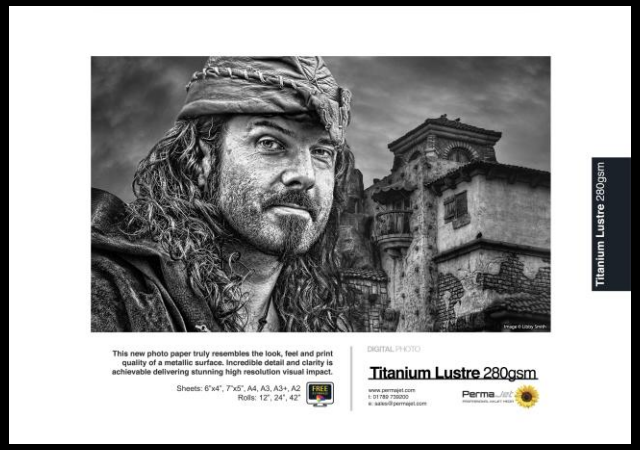
(Too bright = less image contrast on screen)

- Will it go out of calibration – frequency of calibration?
- Use a DataColor Spyder or X-Rite device
- Prices start from £90 inc vat

Now, let's look at the paper choices. The PermaJet range has something for everyone…

- 23 Types of Inkjet Paper Media
- 4 Types of Inkjet Canvas Media
- Grouped into three Test Packs for easy selection
- Test Pack 1 = Digital Photo
- Test Pack 2 = FB Baryta
- Test Pack 3 = Smooth & Textured Fine Art

Digital Photo…



Digital Photo Family – Test Pack 1

- Microporous, everyday print media.
- The PermaJet Digital Photo range comprises of all the day-to-day popular papers such as Gloss, Satin/Oyster, Pearl, Matt and Metallic etc.
- All these papers are created to match true professional photo weight and are guaranteed to deliver sharp and vibrant images time after time.
- All these papers have a consistent high white base designed to avoid distraction from the image represented.

Fibre Based (Baryta)…

FB Baryta Family – Test Pack 2

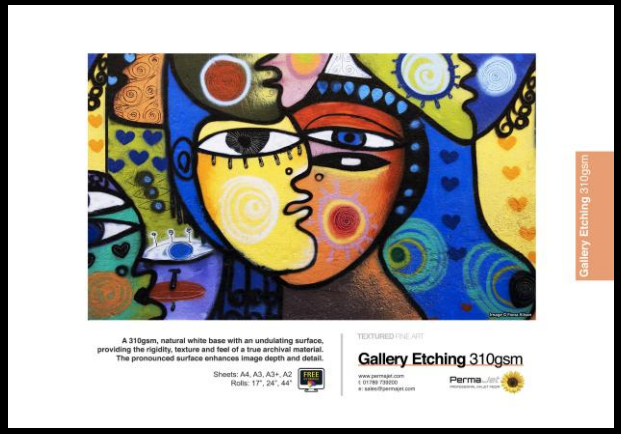
- Traditional Fibre Base Baryta
- Traditional darkroom qualities makes these the perfect digital alternative to the original materials.
- Available as High Gloss, Satin, Matt & Silk making the range truly reminiscent of the acid-free fibre-based material used in darkroom printing.
- In independent tests of over 200 fine art and photo papers, they have yielded the very highest D-MAX, colour gamut and skin tone accuracies, in turn creating truly excellent grey scale for BW images.

Smooth Fine Art…

Smooth Fine Art Family – Test Pack 3

- Primarily a Cotton Rag media range.
- Award-winning, classic media with the feel, texture and weight for quality ‘Giclee’ prints.
- Here we have created a superb range of natural media that brings museum quality to your images.
- They deliver unparalleled image definition throughout the range and you'll find the diverse material surfaces you have always wanted.

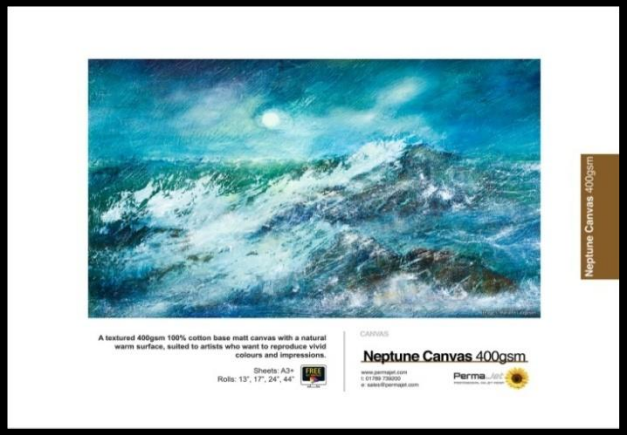
Textured Fine Art…



Textured Fine Art Family – Test Pack 3

- Variable Textured Fine Art Surfaces
- Award-winning, acid-free classic media with the feel, Texture and weight required for quality Giclee prints.
- Four superb papers giving depth and texture to your Images where needed.
- They deliver unparalleled image definition throughout the range and you'll find a diverse choice of surfaces to enable your image to jump off the page.

Canvas Art Reproduction…



Canvas Inkjet Media – Test Pack 5

- Heavy and realistic canvas materials
- Real canvas base material with an inkjet coating applied that enables the realistic reproduction of Classic artworks which can be stretched over bars.
- Suitable for artists and photographers wanting to re-create limited editions, one-off fine-art reproductions or exciting contemporary art.
- Recommended for A3+ Inkjet Printers and larger.

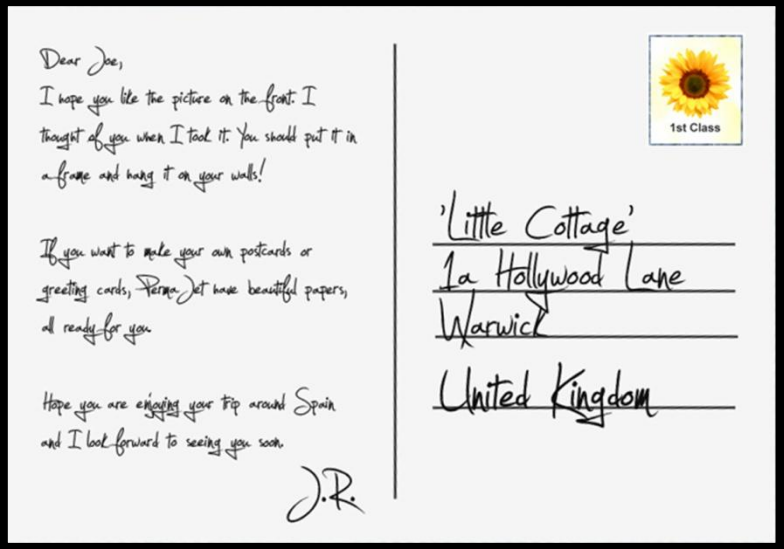
Other Products – SnapShut Folio…

Store and display your prints or projects in a totally professional and easy-to-use book format. With your prints or pages held in place by the "SnapShut" hinge, this glue-free folio system offers amazing flexibility to create Photobooks in minutes.

Other Products - Postcards & Greetings Cards…

300gsm Photo Smooth Gloss or 270gsm Ultra Smooth Fine Art Matt surfaces.

Create your own impressive, professional designs



Smooth gloss front and back-printed with address layout etc.

Other Products - Eco-Flo CIS Systems…

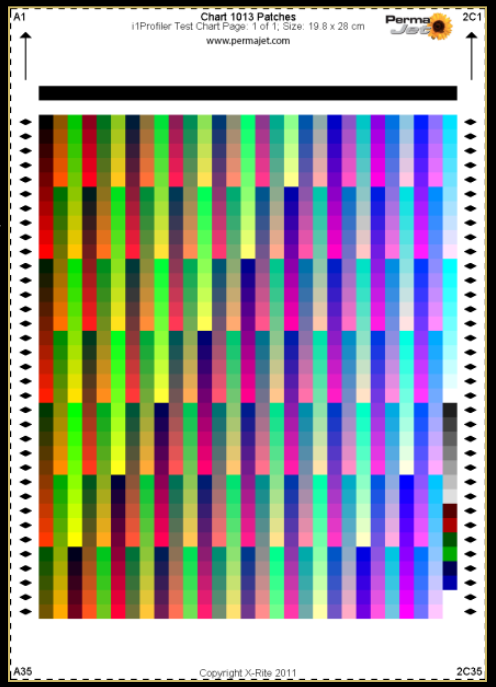
- Eco-Flo reduces ink costs by up to 80%
- Systems for Epson A3+ Photo Printers –
  1500, R2000, R2400, R2880, R3000, 3800, 3880, SC-P600, SC-P800
- 125ml of each ink colour
- Guaranteed quality to match originals
- Simple installation process
- Free ICC Profiling
- Reduce the average cost of an A4 print

from £1.00 to just….. **20p!**

Now calibrate your printer & papers…

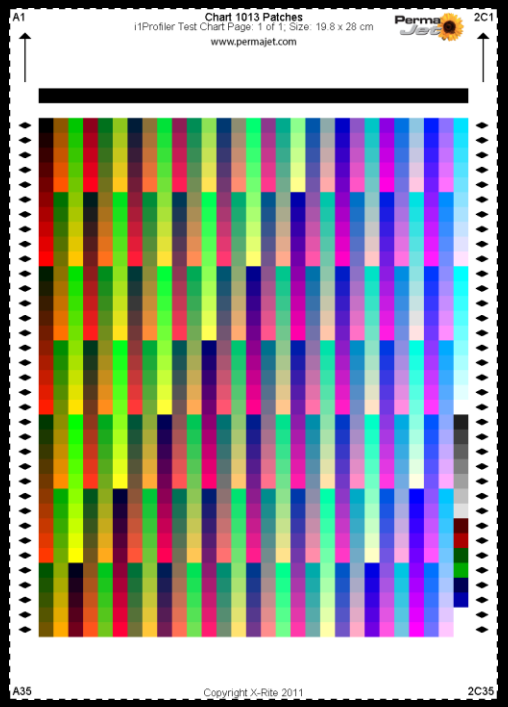
A Printer profile is made for the combination of your printer, the ink you are using and the paper of your choice. If you change any one of these factors, the profile will not be accurate!

- Generic or Custom Printer Profiles?
- Ensure you have a ‘complete’ nozzle check pattern
- Check Print Head Alignment
- Print the Target Patch using the Adobe Color Print Utility
- Always use a ‘Large Letter’ stamp
- We use our profiling device/software and email an ICC profile back to you
- Install the profile on your system
- Select the profile when printing



Can I make my own print profiles? Yes, but…

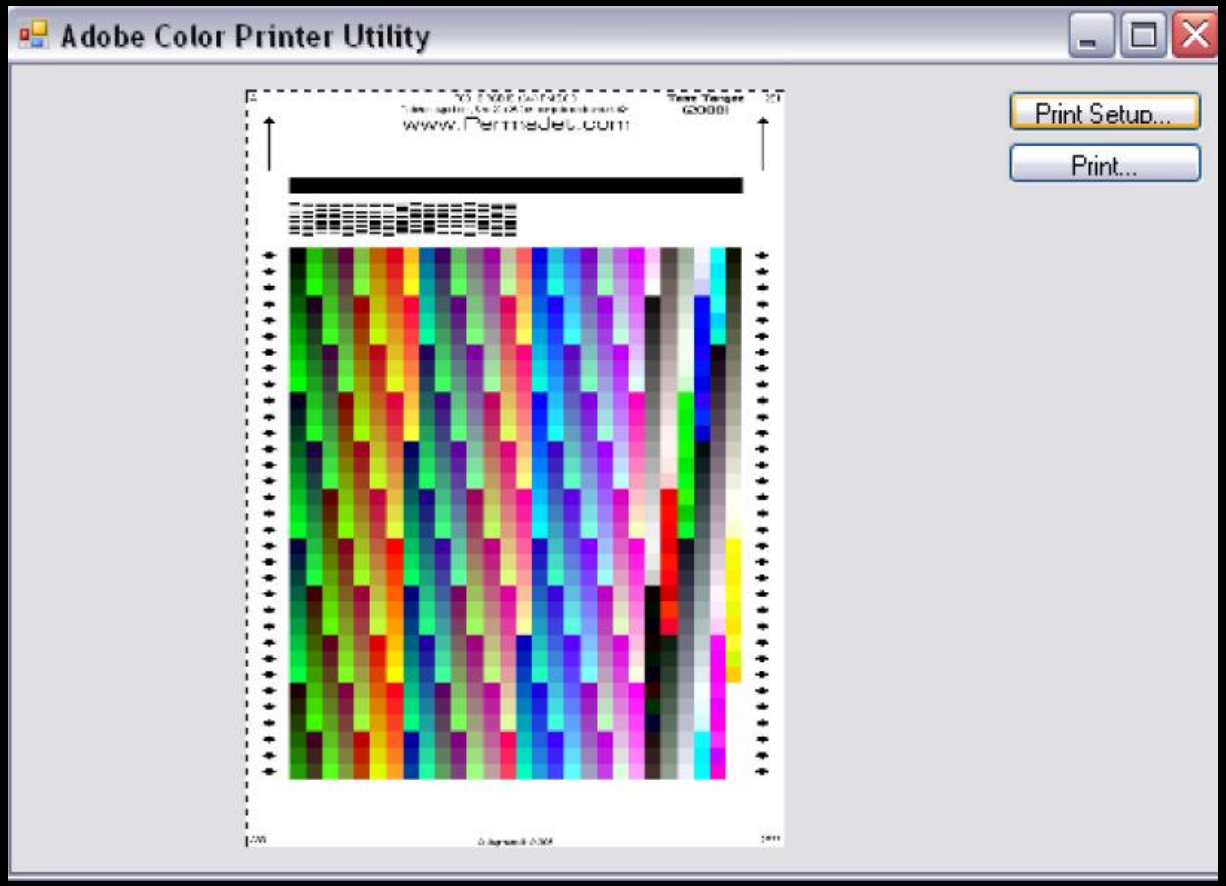
Color Munki Photo (£335)
measures only 50 patches



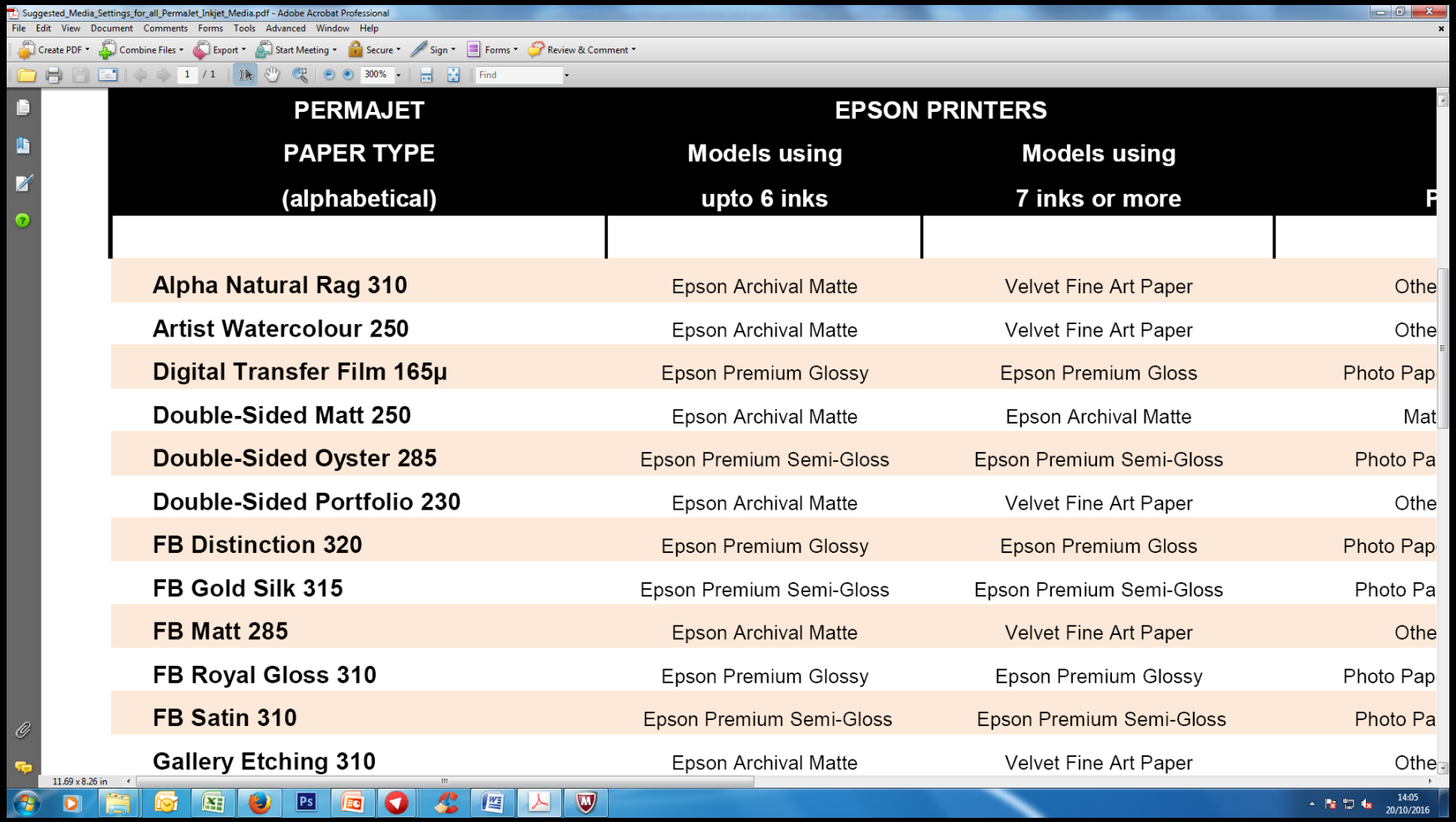
PermaJet custom ICC profiles have 1,013 colour patches using an X-rite iSis device.

And it's a **FREE SERVICE!**

How do I use the Adobe Color Print Utility?

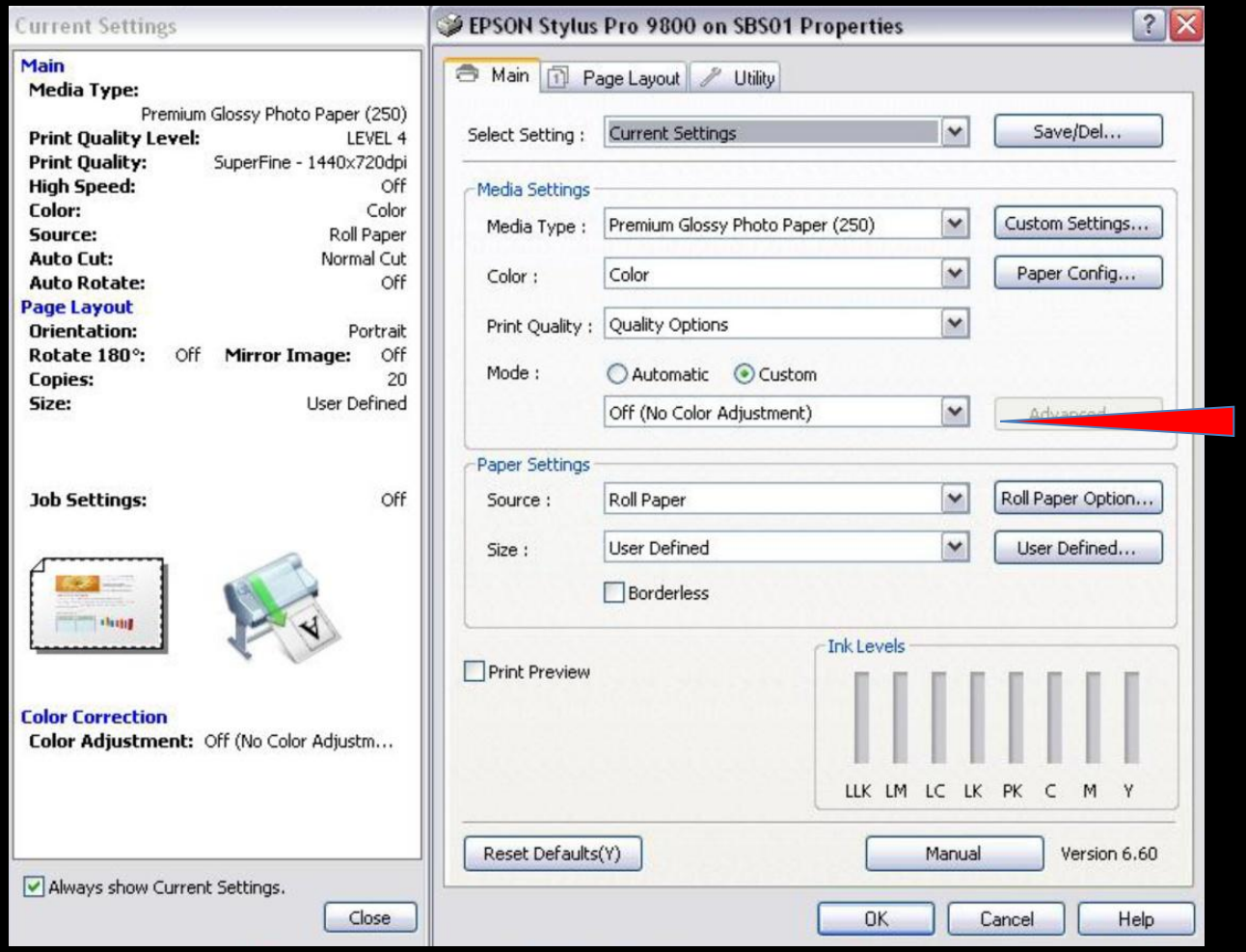


Select Media Type

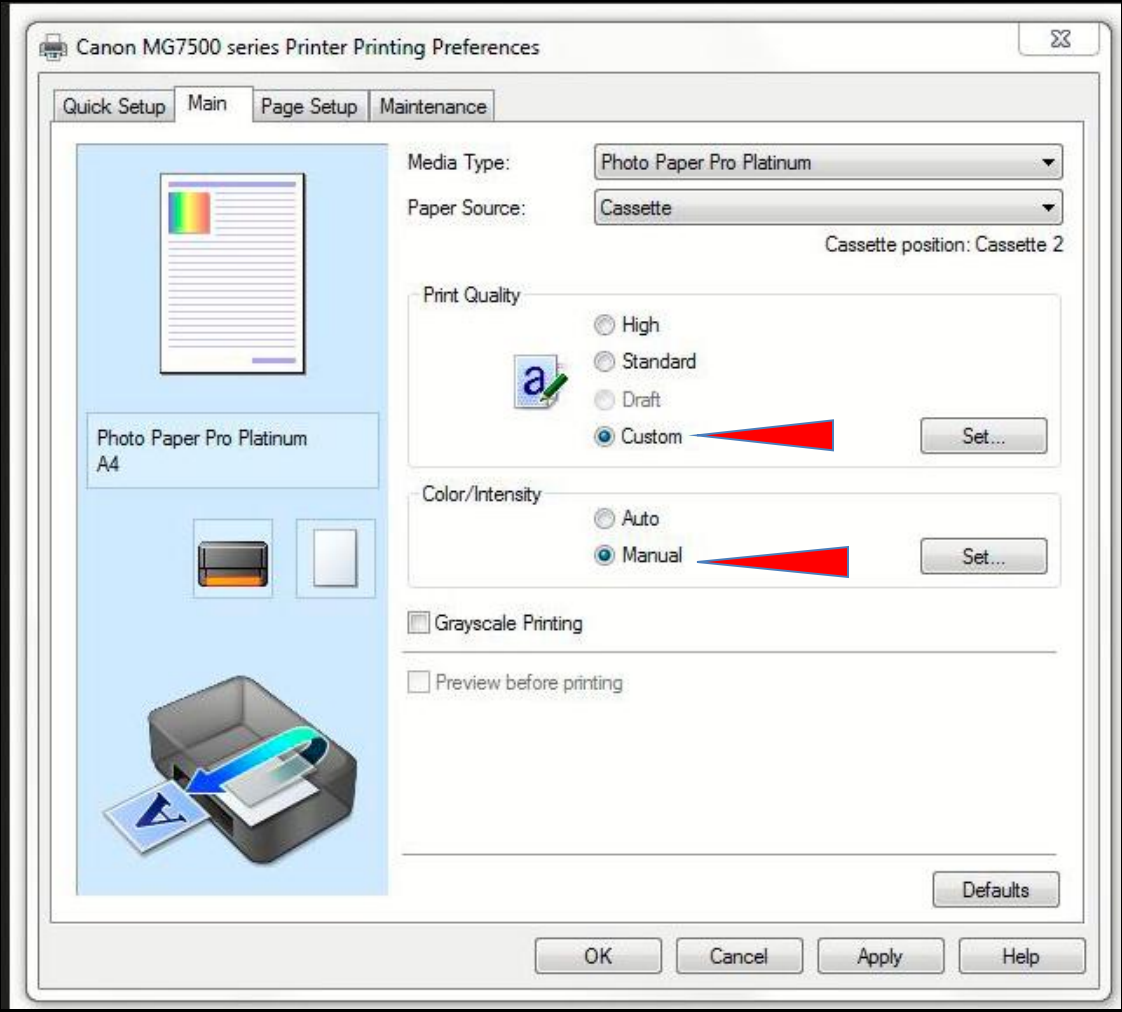


PERMAJET PAPER TYPE (alphabetical)	EPSON PRINTERS Models using upto 6 inks	Models using 7 inks or more	P
Alpha Natural Rag 310	Epson Archival Matte	Velvet Fine Art Paper	Othe
Artist Watercolour 250	Epson Archival Matte	Velvet Fine Art Paper	Othe
Digital Transfer Film 165µ	Epson Premium Glossy	Epson Premium Gloss	Photo Pap
Double-Sided Matt 250	Epson Archival Matte	Epson Archival Matte	Mat
Double-Sided Oyster 285	Epson Premium Semi-Gloss	Epson Premium Semi-Gloss	Photo Pa
Double-Sided Portfolio 230	Epson Archival Matte	Velvet Fine Art Paper	Othe
FB Distinction 320	Epson Premium Glossy	Epson Premium Gloss	Photo Pap
FB Gold Silk 315	Epson Premium Semi-Gloss	Epson Premium Semi-Gloss	Photo Pa
FB Matt 285	Epson Archival Matte	Velvet Fine Art Paper	Othe
FB Royal Gloss 310	Epson Premium Glossy	Epson Premium Glossy	Photo Pap
FB Satin 310	Epson Premium Semi-Gloss	Epson Premium Semi-Gloss	Photo Pa
Gallery Etching 310	Epson Archival Matte	Velvet Fine Art Paper	Othe

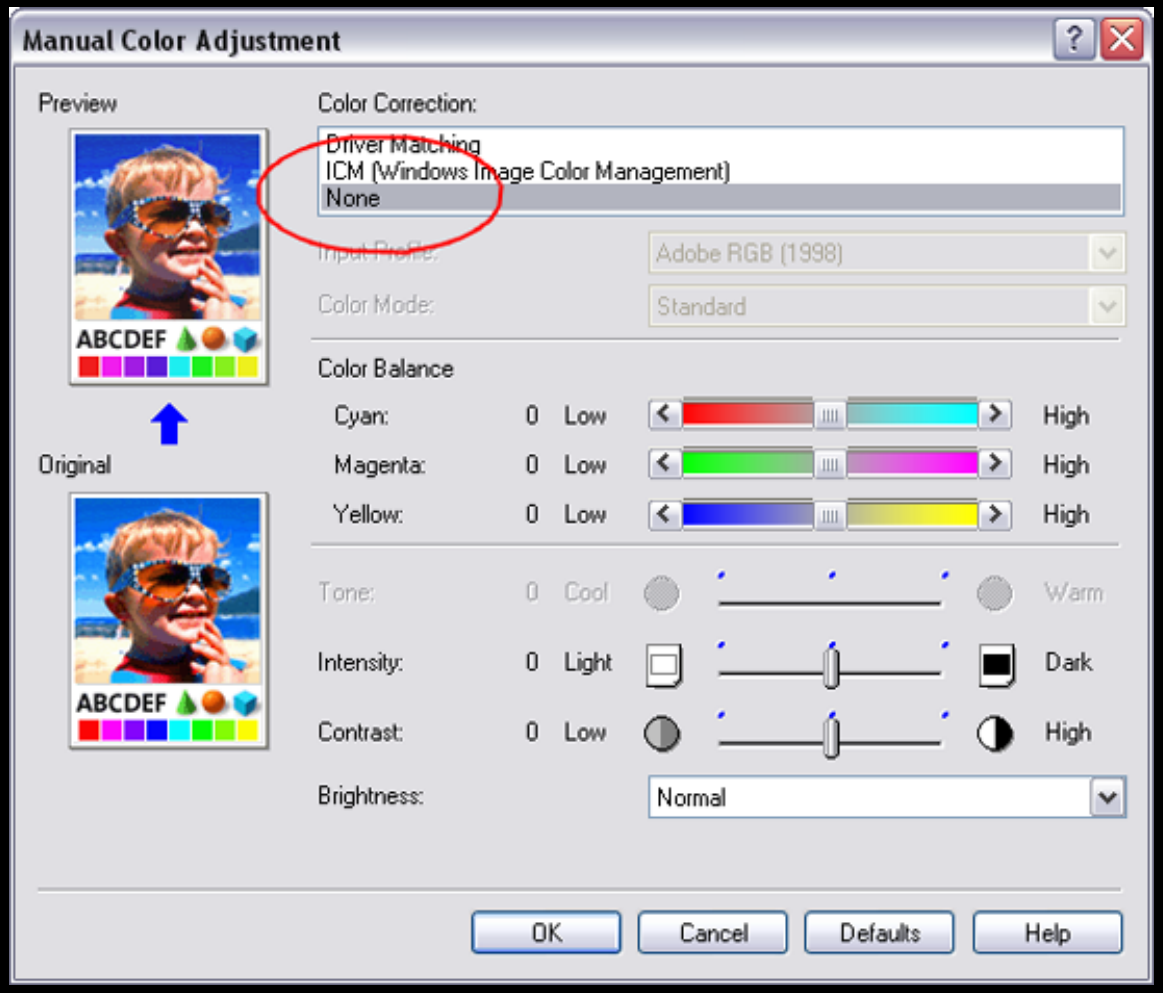
Epson Printers…
Colour management “Off”



Canon Printers…
Colour management “Off”



Canon Printers…
Colour management “Off”



YouTube Videos to help...

Adobe Color Print Utility

& Printing a Target Patch

WINDOWS:-

https://youtu.be/21KmYKA2eGE

MAC – SIERRA:-

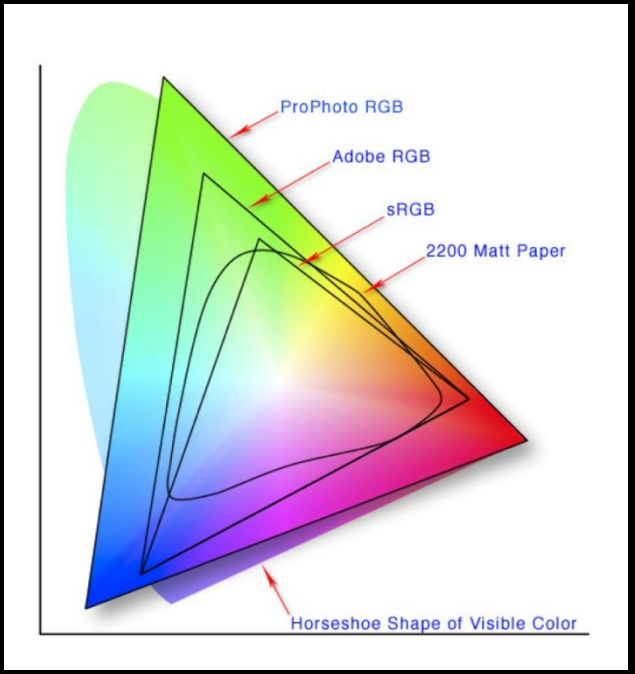
https://youtu.be/xAT_sC1n77U

Set up your software correctly…

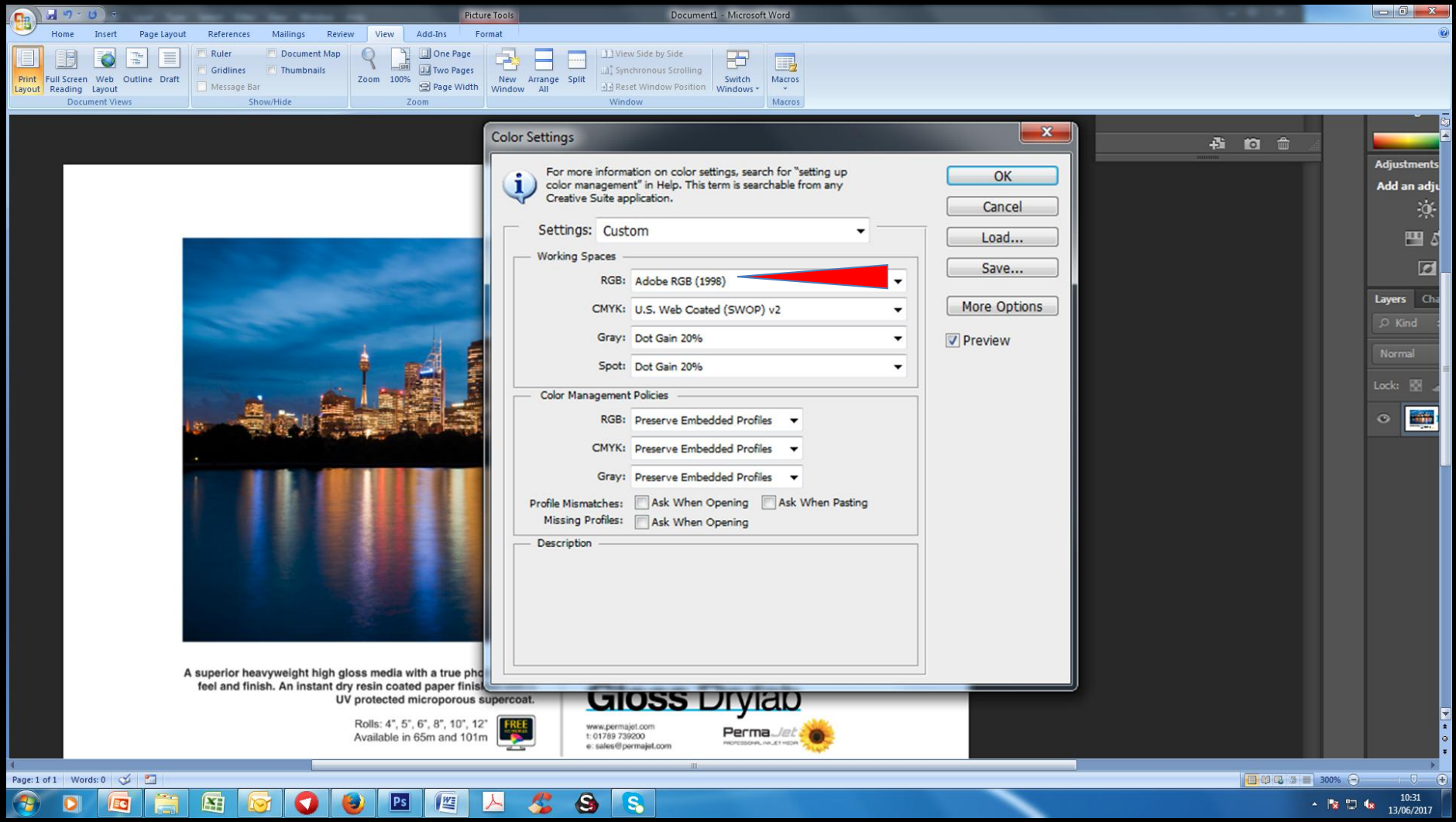
Before installing the new profiles, let's check your 'Photoshop' default settings first.

We recommend the following:-

- **Adobe RGB (1998) as the printing workspace**
- **Perceptual Intent for the Rendering Intent**
- **Black Point Compensation should be ticked (retains the blackest point from the source file)**



Setting the workspace...



How to install your new ICC Profile…

To install an ICC Profile on a PC, it goes in:–

C:Windows/System32/Spool/Drivers/Color

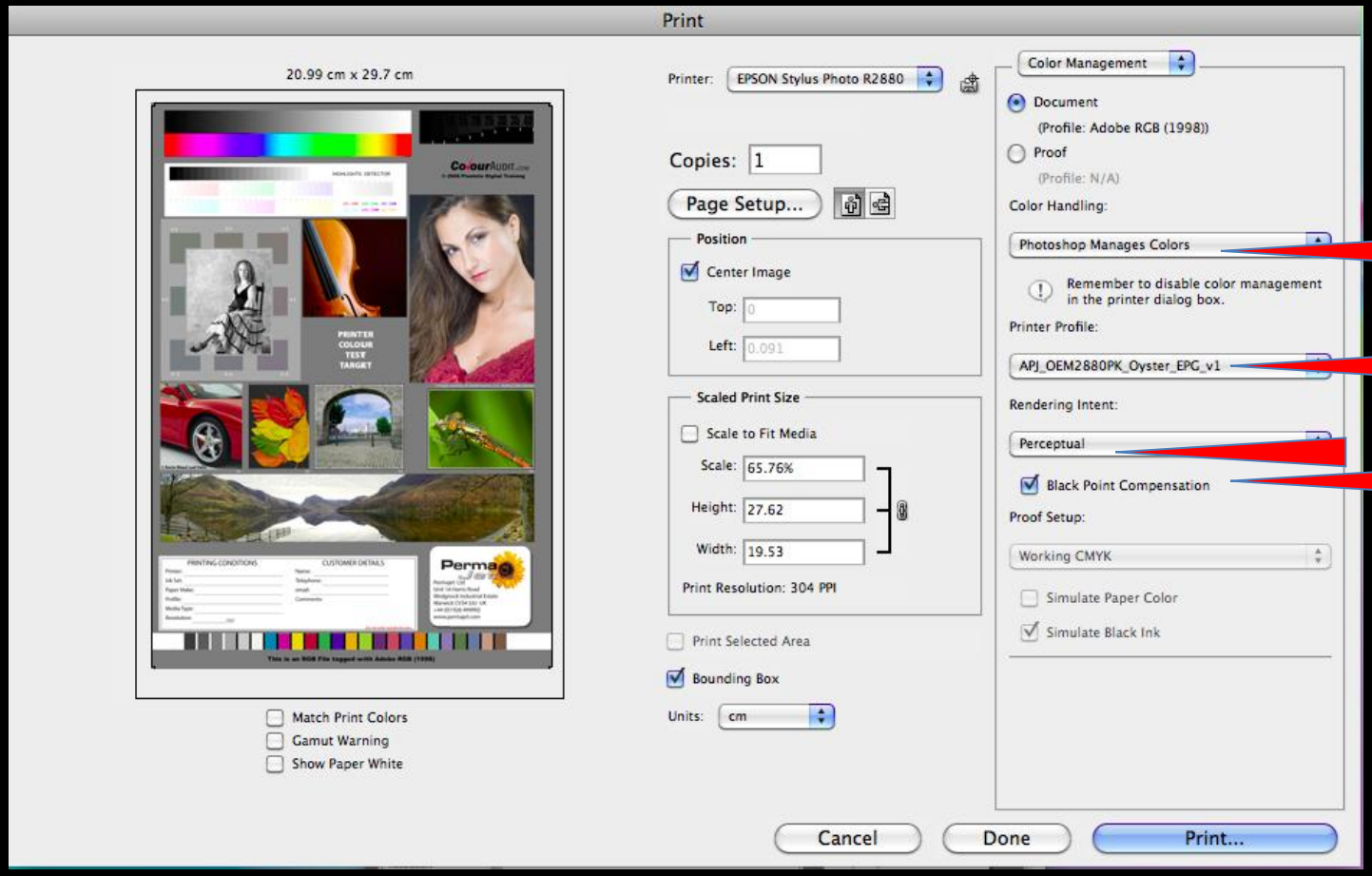
On a MAC, it goes in :–

(HD)/Library/ColorSync/Profiles

Profile name protocol

Company	Surname	Ink Type	Printer Model	Black Ink Type	Media Type	Media Setting
APJ	HULLEY	OEM	2880	PK	OYSTER	EPG
APJ	HULLEY	IMAGE LIFE	SCP600	MK	PORTRAIT WHITE	WCRW

How to use your new ICC Profile…

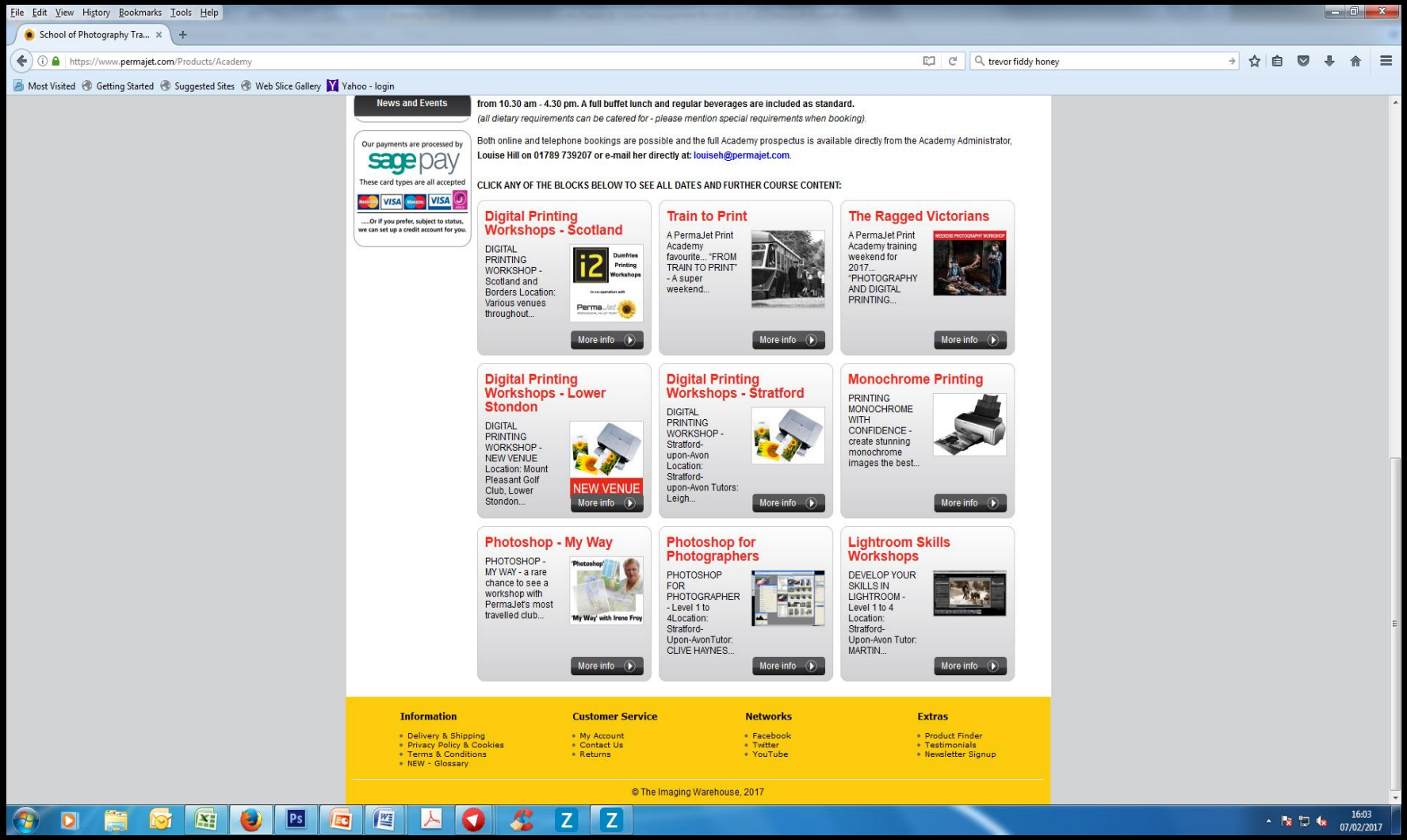


So, now the prints are colour correct…

REMEMBER:-

- **Light sources can distort your images**
- **Don't judge a print alongside the monitor – it will never match**
- **Allow your eyes to adjust to the viewing light conditions**
- **Consider purchasing a Daylight Print Viewing Lamp**

PermaJet Academy



Technical Support

www.permajetphotographyblog.com

We have a team of dedicated technical and photographic staff based in Stratford-upon-Avon who have been in the industry for many years and are able to help you achieve better images.

+44 1789 739200 or technical@permajet.com

Get printing!
Now you can create better prints!

Thank you for your time today.
I hope you have learned something about our company and what we can do to help you with your printing requirements.