



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?



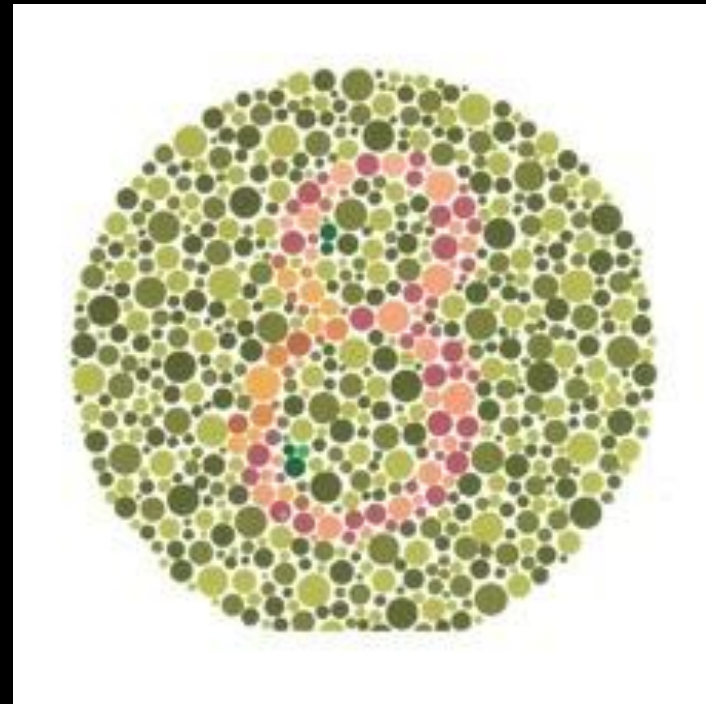
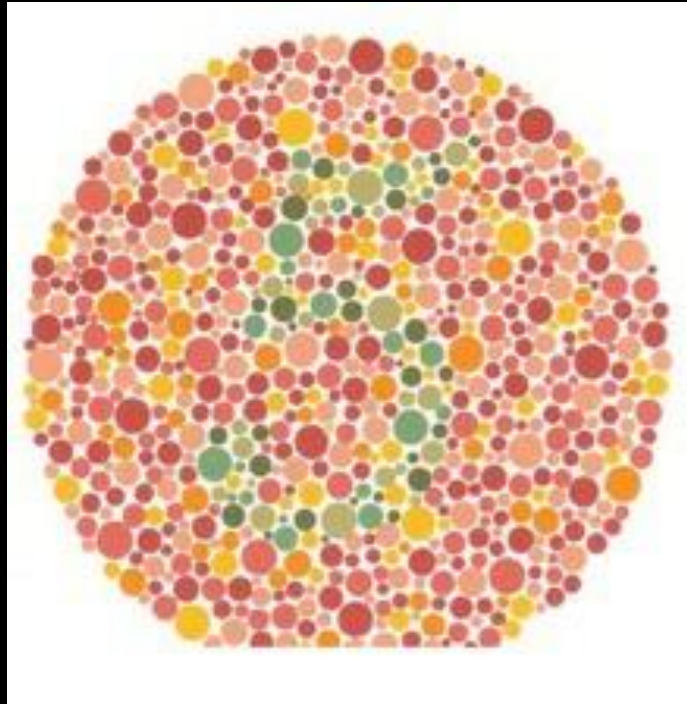
Do I really need to use colour management?

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




Gloss 271gsm

A superior heavyweight 271gsm high gloss media with a true photographic feel and finish. An instant dry resin coated paper finished with a UV protected microporous supercoat.

DIGITAL PHOTOS
Gloss 271gsm

www.permajet.com
t: 01783 738000
e: sales@permajet.com

Sheets: 6"x4", 7"x5", 10x6", A4, A3, A3+, A2
Rolls: 13", 17", 24", 36", 44", 60"




Titanium Lustre 280gsm


This new photo paper truly resembles the look, feel and print quality of a metallic surface. Incredible detail and clarity is achievable delivering stunning high resolution visual impact.


DIGITAL PHOTOS
Titanium Lustre 280gsm


www.permajet.com
t: 01783 738000
e: sales@permajet.com


Sheets: 6"x4", 7"x5", A4, A3, A3+, A2
Rolls: 12", 24", 42"



 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)...

PermaJet
PROFESSIONAL INKJET MEDIA



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.



FB Gold Silk 315gsm

A true barium sulphate layer has been meticulously applied to the traditional fibre base, enabling users of FB Gold Silk 315 to create intense, rich blacks and creamy whites.

Sheets: A4, A3, A3+, A2
Rolls: 24", 44"

TRADITIONAL BARYTA

FB Gold Silk 315gsm

www.permajet.com
1 877 76 7600
e sales@permajet.com



FB Royal Gloss 310gsm

An excellent 310gsm Fibre Base material with a natural white, acid-free base and subtle undulations. Multilayer technology delivers the highest colour gamut achievable with pigment inks.

Sheets: A4, A3, A3+, A2
Rolls: 17", 24", 44", 60"

TRADITIONAL BARYTA

FB Royal Gloss 310gsm

www.permajet.com
1 877 76 7600
e sales@permajet.com



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.



Gallery Etching 310gsm


A 310gsm, natural white base with an undulating surface, providing the rigidity, texture and feel of a fine archival material. The pronounced surface enhances image depth and detail.

TEXTURED FINE ART
Gallery Etching 310gsm

www.permajet.com
1 877 767 7665
www.permajet.com

PermaJet

Sheets: A4, A3, A3+, A2
Rolls: 17", 24", 44"




Museum Heritage 310gsm

A slightly textured, 310gsm off-white, sumptuous art paper. Totally acid free exhibiting a high gamut volume with low colour error. This is the perfect choice for all fine art print labs and galleries.

TEXTURED FINE ART
Museum Heritage 310gsm

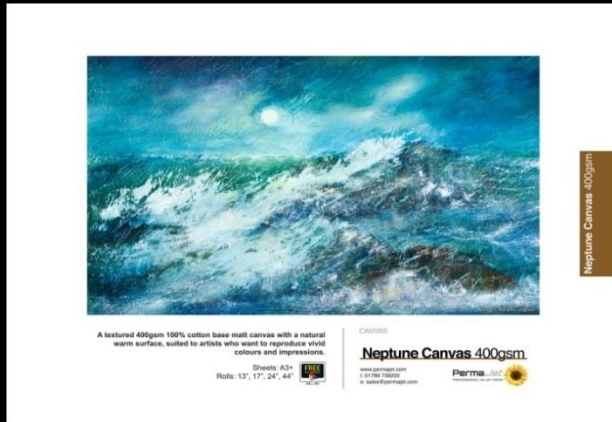
www.permajet.com
1 877 767 7665
www.permajet.com

PermaJet





Sheets: A4, A3, A3+, A2
Rolls: 17", 24", 44"



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...



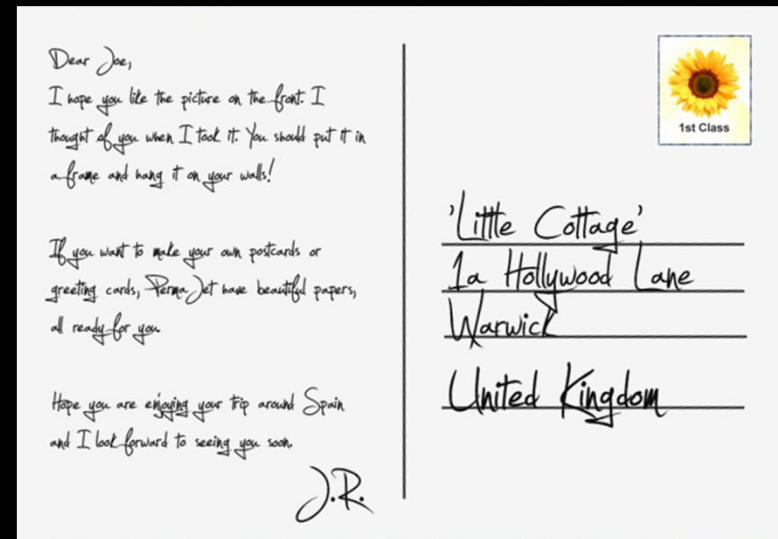
Store and display your prints or projects in a totally professional and easy-to-use book format. With your prints or pages held in place by the “SnapShut” hinge, this glue-free folio system offers amazing flexibility to create Photobooks in minutes.

Other Products - Postcards & Greetings Cards...

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Create your own impressive,
professional designs



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

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...

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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

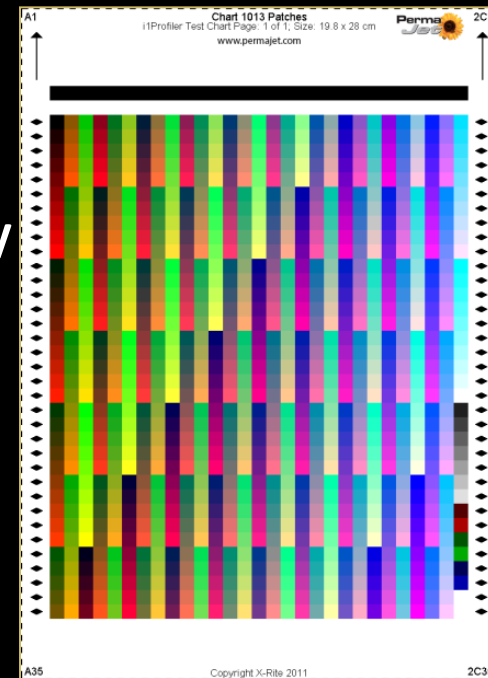
Print the Target Patch using the Adobe Color Print Utility

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

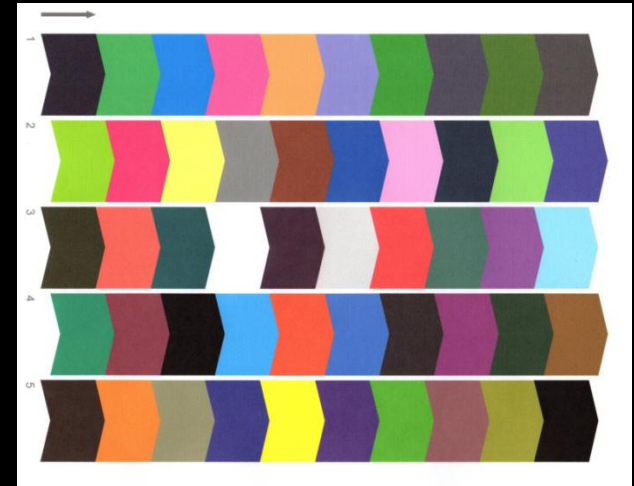
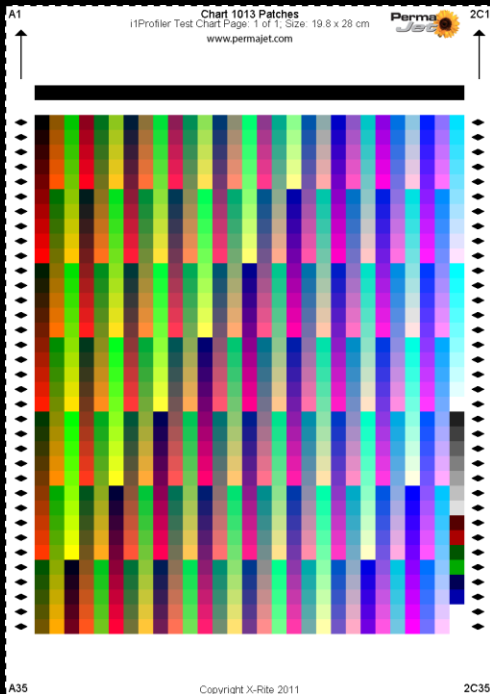
Select the profile when printing





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

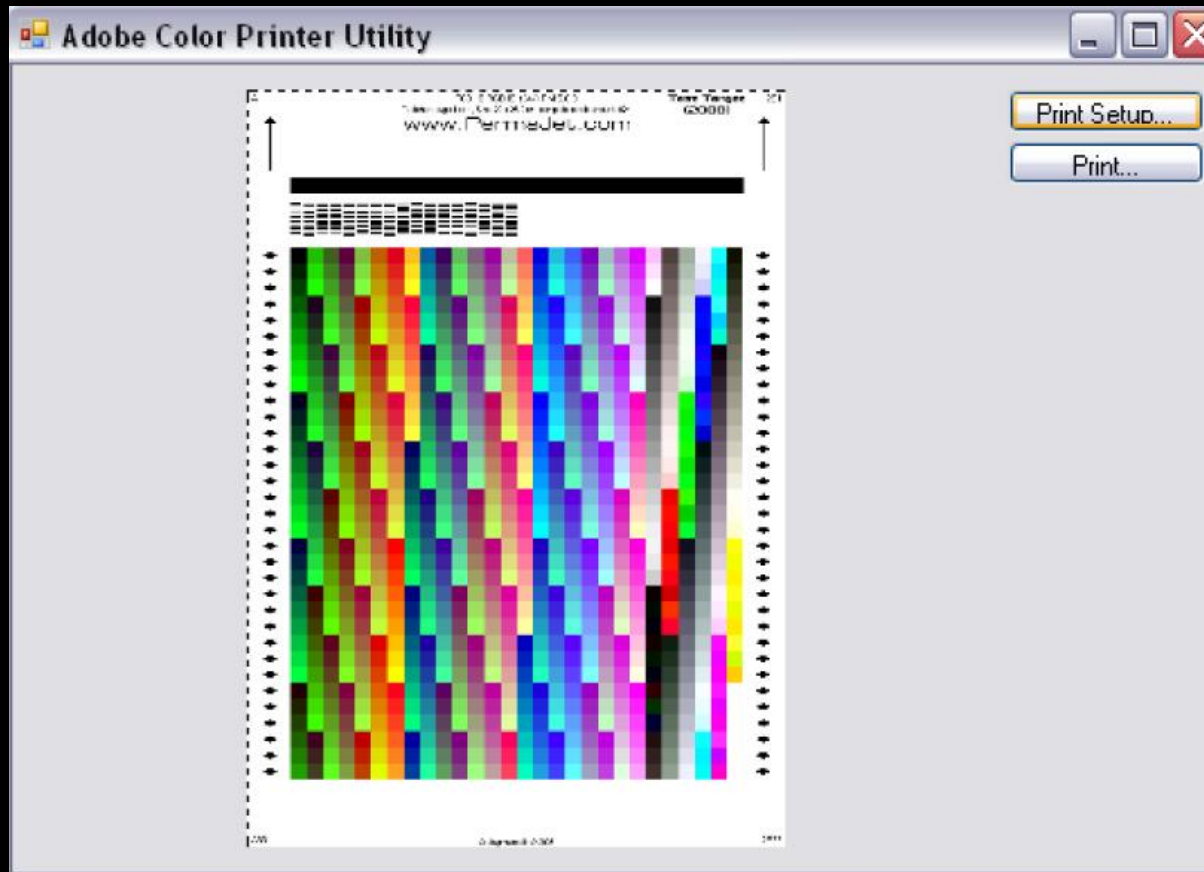
Color Munki Photo (£335)
measures only 50 patches



PermaJet custom ICC profiles have 1,013
colour patches using an X-rite iSis device.
And it's a **FREE SERVICE!**



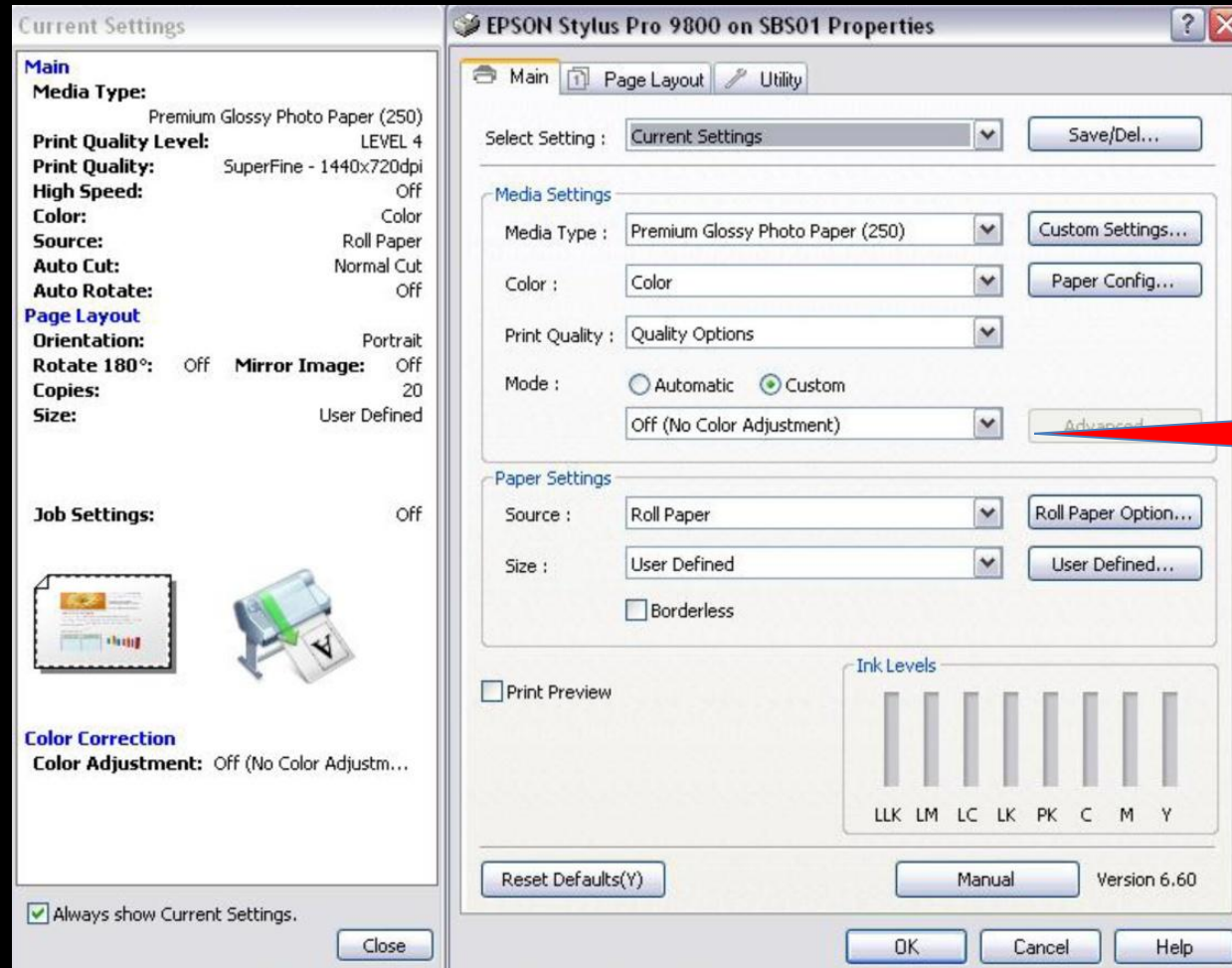
How do I use the Adobe Color Print Utility?



Select Media Type

| PERMAJET PAPER TYPE (alphabetical) | EPSON PRINTERS Models using upto 6 inks | Models using 7 inks or more | |
|--|---|--------------------------------|-----------|
| 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"



The screenshot shows the 'EPSON Stylus Pro 9800 on SBS01 Properties' dialog box. The 'Main' tab is selected, and the 'Color' dropdown is set to 'Color'. The 'Print Quality' is set to 'Quality Options', and the 'Mode' is set to 'Custom'. The 'Off (No Color Adjustment)' dropdown is highlighted with a red arrow. The 'Advanced' button is also visible. The 'Paper Settings' section shows 'Source' as 'Roll Paper' and 'Size' as 'User Defined'. The 'Ink Levels' section shows bars for LLK, LM, LC, LK, PK, C, M, and Y. The 'Print Preview' checkbox is unchecked. The 'Reset Defaults(Y)' button is visible at the bottom left, and the 'Manual' button and 'Version 6.60' text are at the bottom right. The 'OK', 'Cancel', and 'Help' buttons are at the bottom right.

Current Settings

Main

Media Type: Premium Glossy Photo Paper (250)

Print Quality Level: LEVEL 4

Print Quality: SuperFine - 1440x720dpi

High Speed: Off

Color: Color

Source: Roll Paper

Auto Cut: Normal Cut

Auto Rotate: Off

Page Layout

Orientation: Portrait

Rotate 180°: Off **Mirror Image:** Off

Copies: 20

Size: User Defined

Job Settings: Off

Color Correction

Color Adjustment: Off (No Color Adjustm...)

Always show Current Settings.

Close

EPSON Stylus Pro 9800 on SBS01 Properties

Main Page Layout Utility

Select Setting: Current Settings Save/Del...

Media Settings

Media Type: Premium Glossy Photo Paper (250) Custom Settings...

Color: Color Paper Config...

Print Quality: Quality Options

Mode: Automatic Custom

Off (No Color Adjustment) Advanced

Paper Settings

Source: Roll Paper Roll Paper Option...

Size: User Defined User Defined...

Borderless

Print Preview

Ink Levels

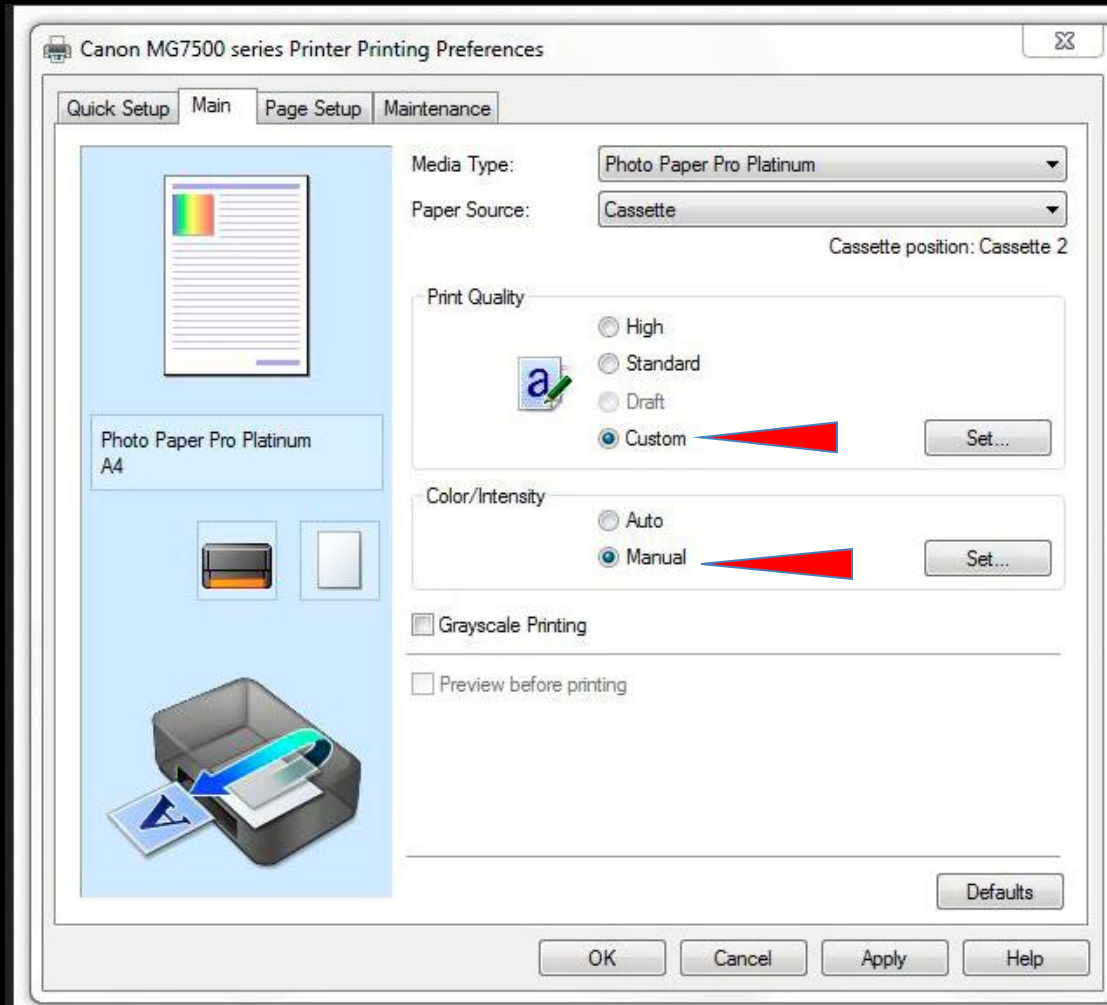
LLK LM LC LK PK C M Y

Reset Defaults(Y) Manual Version 6.60

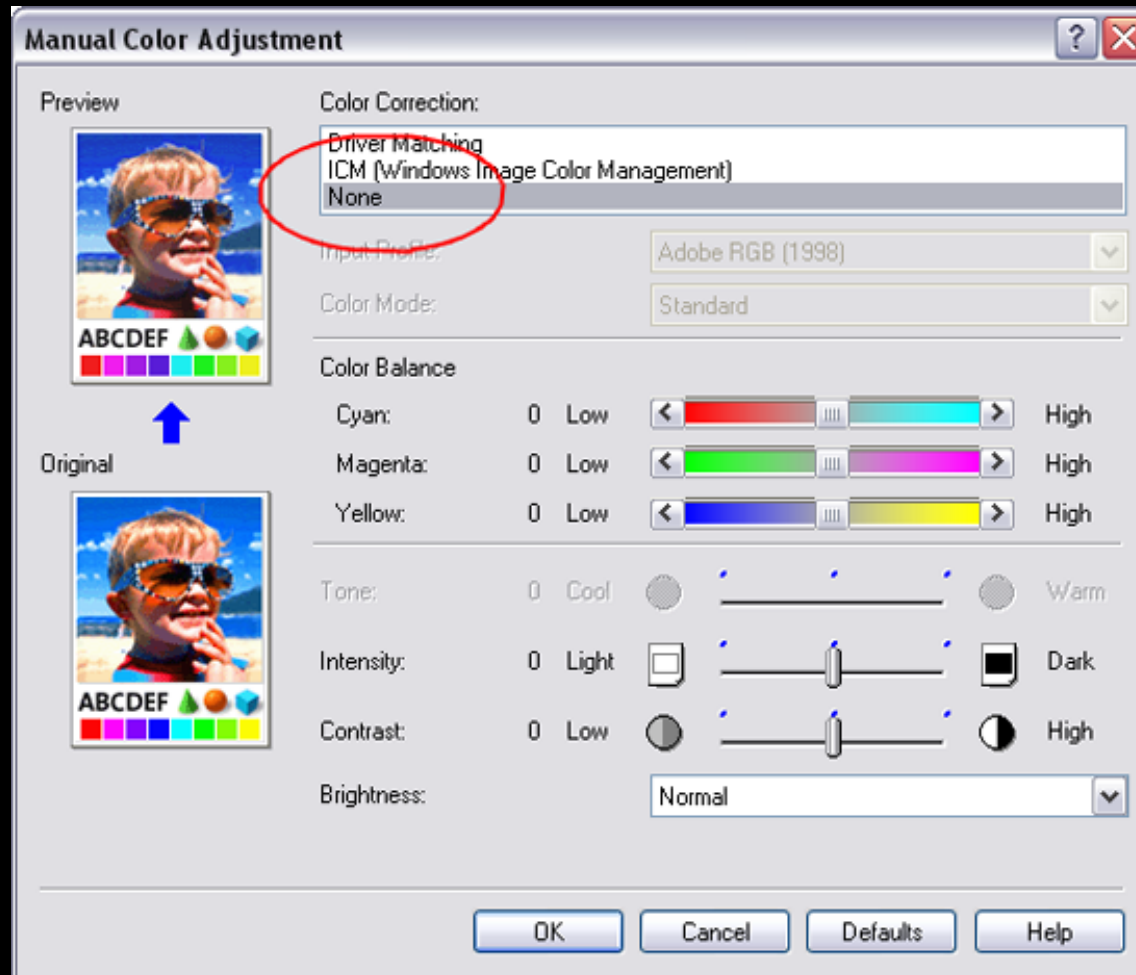
OK Cancel Help

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

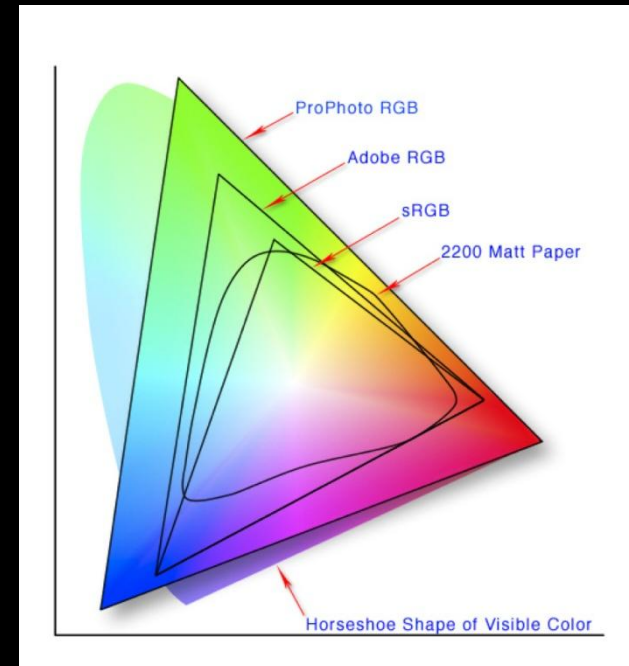


Set up your software correctly...

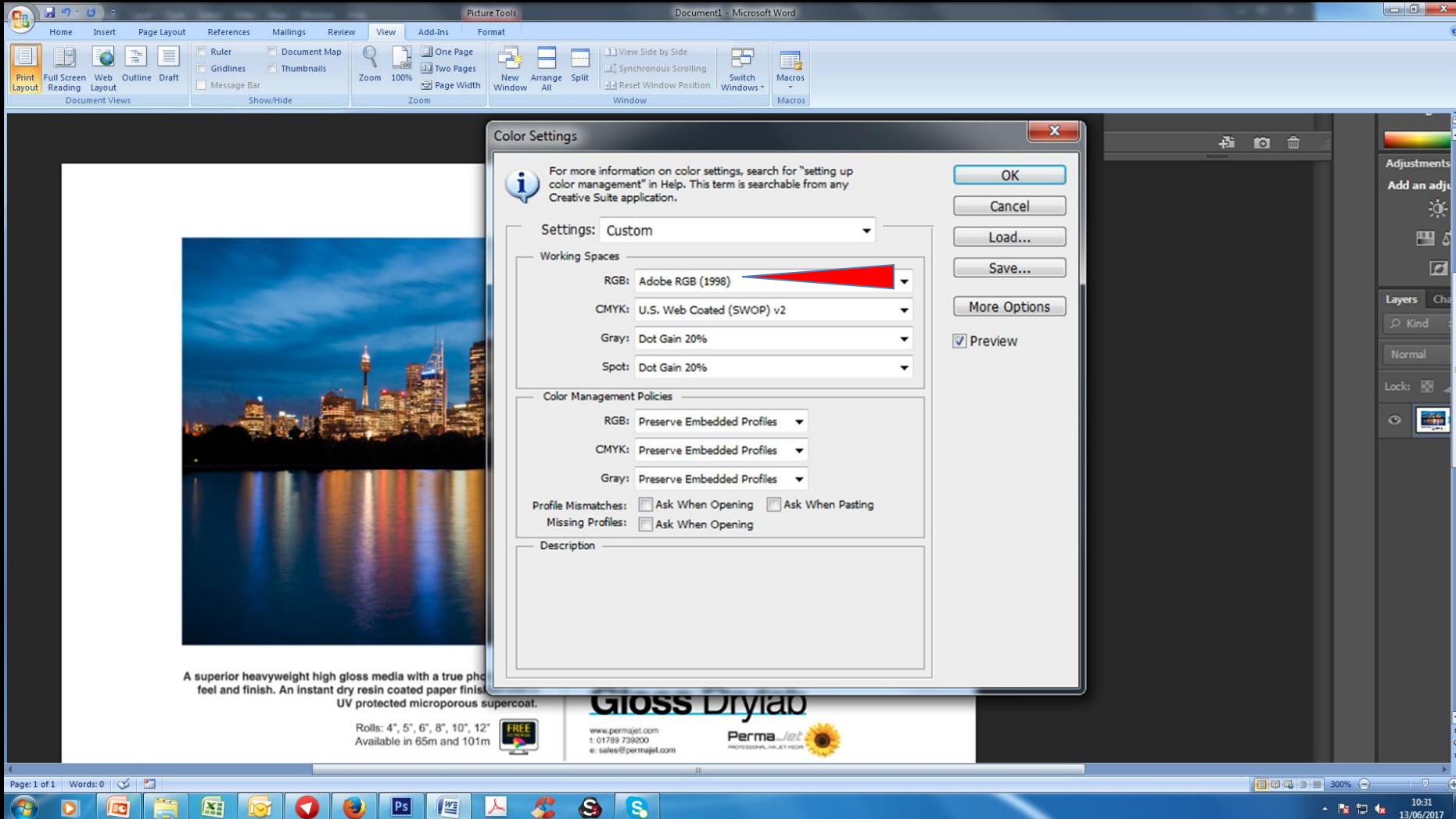
Before installing the new profiles, let's check your 'Photoshop' default settings first.

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...



Document1 - Microsoft Word

Home Insert Page Layout References Mailings Review View Add-Ins Format

Print Layout Full Screen Reading Web Layout Outline Draft Document Views Show/Hide

Zoom 100%

New Window Arrange All Split View Side by Side Synchronous Scrolling Reset Window Position Switch Windows Macros

Color Settings

For more information on color settings, search for "setting up color management" in Help. This term is searchable from any Creative Suite application.

Settings: Custom

Working Spaces

RGB: Adobe RGB (1998)

CMYK: U.S. Web Coated (SWOP) v2

Gray: Dot Gain 20%

Spot: Dot Gain 20%

Color Management Policies

RGB: Preserve Embedded Profiles

CMYK: Preserve Embedded Profiles

Gray: Preserve Embedded Profiles

Profile Mismatches: Ask When Opening Ask When Pasting

Missing Profiles: Ask When Opening

Description

OK Cancel Load... Save... More Options Preview

A superior heavyweight high gloss media with a true photo feel and finish. An instant dry resin coated paper finish. UV protected microporous supercoat.

Gloss Drylab

Rolls: 4", 5", 6", 8", 10", 12" Available in 65m and 101m

www.permajet.com 1-817-897-7390 ext. 300 sales@permajet.com

PermaJet PROFESSIONAL INK-JET MEDIA

Page: 1 of 1 Words: 0 300% 10:31 13/06/2017

How to install your new ICC Profile...

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

C:Windows/System32/Spool/Drivers/Color

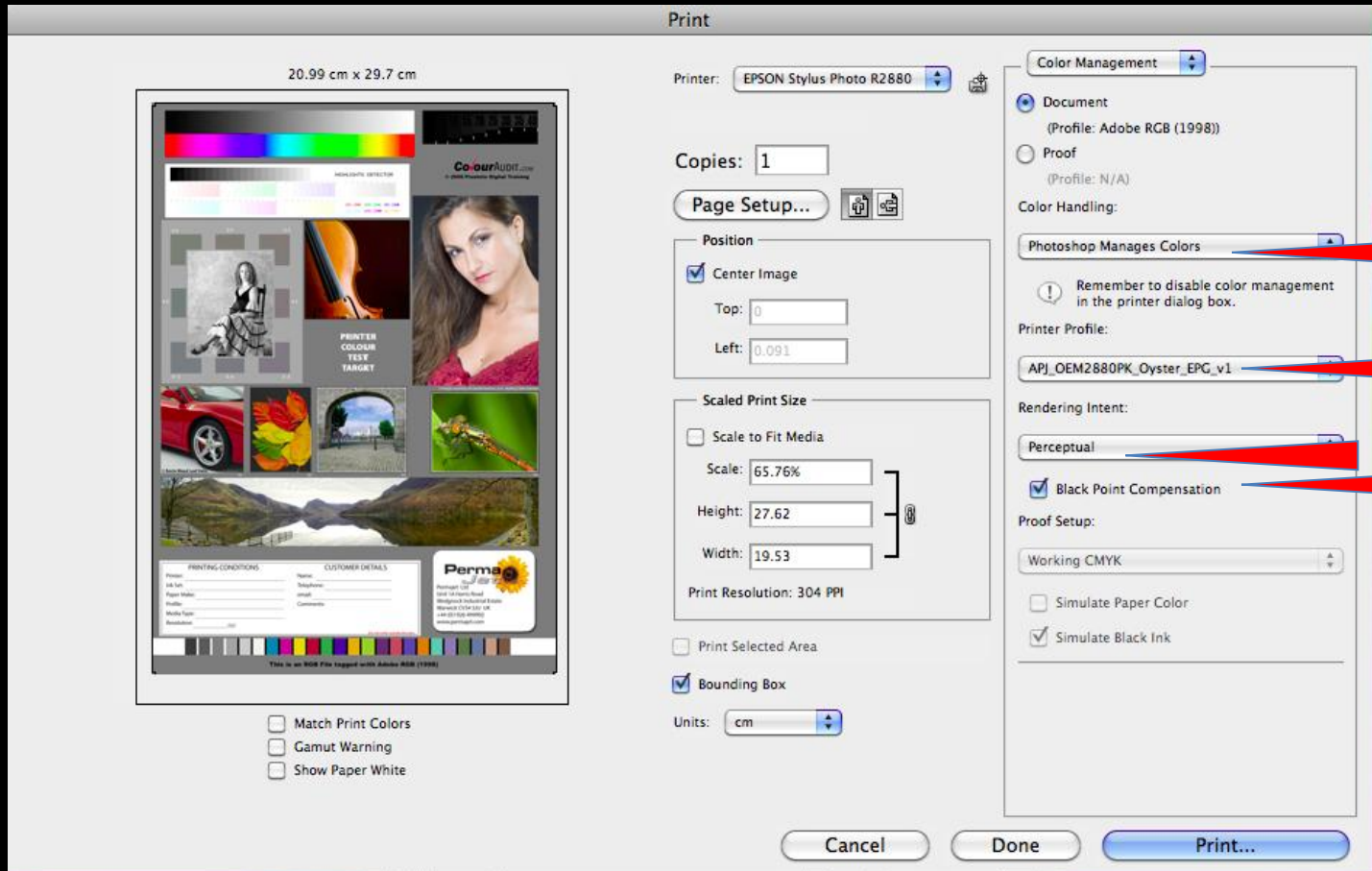
On a MAC, it goes in :—

(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...



The screenshot shows the 'Print' dialog box for an EPSON Stylus Photo R2880. The main preview area on the left displays a color calibration target with various test images and a PermaJet logo. Below the preview are three checkboxes: 'Match Print Colors', 'Gamut Warning', and 'Show Paper White'. The right-hand panel is titled 'Color Management' and contains several sections:

- Printer:** EPSON Stylus Photo R2880
- Copies:** 1
- Page Setup...** (with icons for page setup and print)
- Position:** Center Image (checked), Top: 0, Left: 0.091
- Scaled Print Size:** Scale to Fit Media (unchecked), Scale: 65.76%, Height: 27.62, Width: 19.53, Print Resolution: 304 PPI
- Color Management:** Document (selected, Profile: Adobe RGB (1998)), Proof (Profile: N/A), Color Handling: Photoshop Manages Colors (selected)
- Printer Profile:** API_OEM2680PK_Oyster_EPG_v1 (selected)
- Rendering Intent:** Perceptual (selected), Black Point Compensation (checked)
- Proof Setup:** Working CMYK (selected), Simulate Paper Color (unchecked), Simulate Black Ink (checked)
- Print Selected Area:** (unchecked)
- Bounding Box:** (checked)
- Units:** cm

At the bottom of the dialog are three buttons: 'Cancel', 'Done', and 'Print...'. Three red arrows point to the 'Color Handling', 'Printer Profile', and 'Rendering Intent' dropdown menus.



So, now the prints are colour correct...

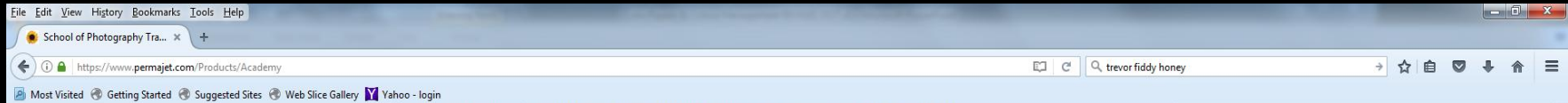


REMEMBER:-



- 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



News and Events


from 10.30 am - 4.30 pm. A full buffet lunch and regular beverages are included as standard.
(all dietary requirements can be catered for - please mention special requirements when booking).

Both online and telephone bookings are possible and the full Academy prospectus is available directly from the Academy Administrator, Louise Hill on 01789 739207 or e-mail her directly at louiseh@permajet.com.

CLICK ANY OF THE BLOCKS BELOW TO SEE ALL DATES AND FURTHER COURSE CONTENT:

Digital Printing Workshops - Scotland


DIGITAL PRINTING WORKSHOP - Scotland and Borders Location: Various venues throughout...



[More info](#)

Train to Print


A PermaJet Print Academy favourite... "FROM TRAIN TO PRINT" - A super weekend...



[More info](#)

The Ragged Victorians


A PermaJet Print Academy training weekend for 2017... "PHOTOGRAPHY AND DIGITAL PRINTING..."



[More info](#)

Digital Printing Workshops - Lower Stondon

DIGITAL PRINTING WORKSHOP - NEW VENUE Location: Mount Pleasant Golf Club, Lower Stondon...




NEW VENUE

[More info](#)

Digital Printing Workshops - Stratford


DIGITAL PRINTING WORKSHOP - Stratford-upon-Avon Location: Stratford-upon-Avon Tutors: Leigh...



[More info](#)

Monochrome Printing


PRINTING MONOCHROME WITH CONFIDENCE - create stunning monochrome images the best...



[More info](#)

Photoshop - My Way

PHOTOSHOP - MY WAY - a rare chance to see a workshop with PermaJet's most travelled club...




"My Way" with Irene Frey

[More info](#)

Photoshop for Photographers


PHOTOSHOP FOR PHOTOGRAPHER - Level 1 to 4 Location: Stratford-Upon-Avon Tutor: CLIVE HAYNES...



[More info](#)

Lightroom Skills Workshops

DEVELOP YOUR SKILLS IN LIGHTROOM - Level 1 to 4 Location: Stratford-Upon-Avon Tutor: MARTIN...



[More info](#)

| | | | |
|---|--|---|--|
| <p>Information</p> <ul style="list-style-type: none"> • Delivery & Shipping • Privacy Policy & Cookies • Terms & Conditions • NEW - Glossary | <p>Customer Service</p> <ul style="list-style-type: none"> • My Account • Contact Us • Returns | <p>Networks</p> <ul style="list-style-type: none"> • Facebook • Twitter • YouTube | <p>Extras</p> <ul style="list-style-type: none"> • Product Finder • Testimonials • Newsletter Signup |
|---|--|---|--|

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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.**