

Copy Considerations

If You Have The Original Negative —

You'll obtain a higher quality image if the original negative, whether its color or black & white, can be used for creating your archival print.

Normal Copying Can Loose Quality —

Common copy methods inevitably sacrifice some detail and tonal quality of the original image.

However, our ability to safely clean the original, add minor corrective art, and provide sophisticated copying techniques help preserve all the nuances of the original. Often our replications not only equal, but even exceed the quality of the original!

Aged Photographs — Unfortunately because of discoloration and photographic paper formulas long since expired, it is nearly impossible to match the exact tonal values of older photographs.

However, our studio offer a selections of elite photographic papers and toning methods to reasonably recreate the aura of the original image.

Restoring Lost Tonal Values — Old images often lack *pure* whites or solid blacks, making tonal reproduction exceptionally difficult to recreate.

Our studio hand prints every photograph, using individual techniques, to help restore as much of the original tonal values as possible.

Enlarging Copy Prints — This may cause a noticeable deterioration of *apparent* quality. Enlarging the original print also exaggerates any imperfections, including any image flaws, lack of sharpness *and* surface imperfections. As a guide, most images can safely be doubled in size, such as: Wallet ➡ 3x5 or 3x5 ➡ 5x7 or 5x7 ➡ 8x10, etc.

Many old studio images may even be tripled in size: Wallet ➡ 5x7 or 3x5 ➡ 8x10 or 5x7 ➡ 11x14, etc.

Some images can withstand even greater enlargement, however, it should be done with caution and tolerance. Please ask us for recommendations.

Reducing a copy to a smaller size has little adverse effect, since the "imperfections" are reduced as well.

Oil Coloring Black & White Prints —

B&W images may be enhanced with hand coloring, using a delicate, century old technique. Oiled portraits, with their distinctive hues, offers a renaissance quality unobtainable by standard color films (and hence, are not intended to precisely duplicate original colors).

Converting Color Prints To B&W —

Color images rely on "color" to create the impression of sharpness. Hence, they are neither as inherently sharp as their B&W counterparts, nor do they offer the same smooth tonal gradations. However, a hand oiled archival B&W can often effectively recreate & enhance the original image.

Color Copy Work — Color copy work is available, however, there are several limitations. *First*, due to various dye formulations, it is almost impossible to achieve an exact color match to the original. *Second*, all standard color prints, regardless of who processes them, are susceptible to fading and deterioration. (Complex techniques are available for color permanence, however their expense is well beyond the average budget.)

If you desire a permanent color rendition, we strongly suggest converting your image to archival B&W and have your image hand colored, before the original image is irrecoverably deteriorated.

Respecting Copyrights

All photographs are protected by Federal and International Copyright Laws. It is illegal to copy any image created by another individual, studio, business or publisher without their express written permission. With respect to photographs taken by other photographers or studios, we recommend making every reasonable effort to contact them for either a duplicate print or their written permission to copy their image. In the case of antique images, the studios, photographers and their records of 40 or 50 years ago may no longer exist. As a practice, if the originator is no longer known or existent, a print may be copied in default of copyright authorization.

The copyright of your personal photographs are actually held by you, the photographer. Your request for a copy print is in itself proper authorization (as you already own the rights).

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Save Your Family -
Before It's Too Late!

Your color (and most black & white) photographs will begin to disappear within your lifetime!

NOW IS THE TIME TO CONVERT
YOUR CHERISHED PHOTOS INTO
OUR MUSEUM QUALITY B&W PRINTS!

Copy &
Restoration Guide

Helping You Make
An Informed Decision On
Preserving Your Family Heritage

Selecting *Expressive Images* archival services may be one of the most important decisions you can make in preserving your family heritage for your children and all their children in the future!

Copying Techniques In Today's Marketplace

Three primary copying methods are available. *Expressive Images Studio* offers you the best two options for reproducing your treasured images:

Museum Quality — These archival prints are the epitome in photographic excellence. Each image is hand printed using the finest materials available, then tested & certified to meet strict international standards for archival permanence and durability.

There is only one way to create a Museum quality print – by using the same handcrafted techniques and time intensive processing skills as were used for the lasting prints of a hundred years past (which is why this service is so rare nowadays).

Single Generation Prints — These reproductions receive the same individual printing attention as our museum prints, however to your reduce cost, the images are printed using lower cost contemporary products and procedures. These are superior to most other reproductions in the marketplace, but do not achieve Museum quality standards.

Competitor's Prints — A number of critical differences distinguish our quality from the rest of the marketplace. Most all competitor services are:

** Performed by central, high volume labs – which means your original is shipped somewhere else, significantly increasing the risk of damage and/or loss.*

** Part of a high volume, mass production basis – which minimizes individual attention and sacrifices quality.*

** Produced on color paper with chemical dyes – which dramatically reduces the life and stability of the image.*

You might say, compared to our studio, the one “advantage” other services may offer is lower cost.

— *But then, you invariably get what you pay for.*

A Caution: Some competitive services naively purport that a photograph printed on “fiber base” paper is archival quality. This is *not* true. Nearly all the faded and deteriorated old photographs are “fiber base” prints (they're obviously not archival). Only the prints processed to rigid specifications, to meet *specific standards*, are considered archival!

Restoration Services

Our studio offers both digital (computerized) and traditional restoration services. Digital services usually have a slight cost and time advantage, and like our copy services, are accomplished entirely in-studio. We'll be glad to recommend the best method for your particular needs.

Using today's advanced technology, practically any restoration is possible, however the associated costs can be significant (often between \$100 & \$600).

Not All Damaged Images Require “Restoration”

There are many ways to avoid the costly expense of “restoration” and still provide you with a pleasing product. Our extensive experience and refined techniques can help you conserve your budget.

Be cautious of competitive services eager to suggest “restoration” services. They may not be aware or capable of alternatives – or just trying to increase their sales. *And* almost always, their “restorations” are printed on low cost non-archival material that can begin to deteriorate in a relatively short time.

Copy & Restoration Consumer Checklist

Use this checklist to evaluate your needs, then compare our extensive studio services to what others may offer

How Long Do I Want The Reproduction To Last?

- Short Term chemical dye print (a few years)
- Single Generation contemporary (5–20 years)
- Permanent Museum print (over a century)

What Quality Level Is Acceptable?

- Anything that simulates the original
- A reasonable degree of reproduction quality
- Optimum detail and tonal value

How Much Am I Willing To Invest?

- Just a few dollars
- As much as the cost of a current quality portrait

QUESTIONS TO ASK

About Copy Services

- Is the copy service done in-house (or shipped)?
- Can the copy service recognize and accommodate any special deadlines?
- Is qualified cleaning of the original available? (what is their experience level?)
- Is minor retouching of the original available? (and their experience level with original images?)
- Are specialized copy techniques offered to diminish the effects of stains and marks?
- Is the copy film hand processed to optimize each particular image?

About Replications

- Are replications printed on chemical dye (color) paper (reduced stability and short term life)?
- Are replications printed on actual B&W Resin Coated paper (single generation life)?
- Can the replication be custom cropped to emphasize the subject?
- Can the replication be hand printed to lighten or tone down selected areas?
- Does the finished print receive minor retouching to remove small spots?
- Can the replication be printed to museum quality standards?
- Are museum quality prints tested and certified to comply with strict A.N.S.I. archival standards?
- Can the service effectively describe what museum quality standards are?

About Special Services

- Are various types of paper and toning options available to most accurately portray the original?
- Are a choice of restoration methods available to meet my special needs?
- Is actual Hand Oiling available to create a true art print (not just “coloring” or photo “colorizing”)?
- Is custom archival rag mounting, matting and framing services available?

We also offer

**Archival Rag Matting!
Custom Framing
Archival Albums & Storage Supplies!**