



## **Choosing the Right Digital Photo Paper: Advice for Choosing the Right Media for Digital Photography Applications**

Depending on preferences and priorities, photographers rely on substrates to achieve the desired overall impact of their work. While each media option has varying qualities, there are a few common characteristics photographers should always consider when choosing among the plethora of digital photo paper options:

- **Image permanence and true color fidelity:** A number of factors, including the type of coating and whiteness of the coating will affect how vibrant images will appear when printed with ink jet technology. The substrate and coating components can also affect the longevity of the image, as can the type of ink used (pigmented inks should be used for real image permanence).
- **High archival quality:** To ensure the archivability of images, photographers should use acid- and lignin- free digital photo paper since both acid and lignin can contribute to premature discoloration of paper.
- **Water resistance:** Another characteristic to look for is a water-resistant coating that is free of optical brighteners, which can alter color fidelity and cause yellowing over time.
- **Optimized coatings for high-quality color reproduction:** Digital photo papers should be coated to accept heavy ink loads without substrate cockling or ink mottling. Exceeding the ink saturation limit can result in paper cockle, which affects printer conveyance and finishing. It's important to use digital photo papers that are designed with optimized coatings that result in good dot gain and excellent color output.
- **Easy to protect and mount:** Photographers not only need to use high quality archival imaging media; they also need to use finishing and mounting products that have archival qualities.

For more information on digital photo paper options from InteliCoat, call 1-800-628-8604 or visit <http://www.magicinkjet.com>. You may also view a clip from our Digital Photo Paper, Media and Applications webinar on the InteliCoatTech YouTube channel at <http://www.youtube.com/watch?v=IzOc9plBVxM>.