



Digital Photo Paper Options for Photographers Looking to Increase Revenue

The adoption of inkjet technology for digital photo reproduction has resulted from the flexibility afforded by digital printing. There is a range of digital photo papers and fine art media available today in assorted weights, textures and finishes that can affect how the final image looks and feels. Choosing among them can be a confusing task.

The most popular digital photo paper choices available today include:

- **Matte and Art Papers** feature highly absorbent coatings, which draw ink into the base, providing great imaging. The surface finishes available are matte or a gloss/semi-gloss that mimics traditional fiber base silver halide prints.
- **Photorealistic Papers** are less expensive than true photobase papers. Their inkjet coatings result in photorealistic images. Unlike photobase paper, photorealistic papers are not a true polyethylene sheet as the polyethylene is only on one side. The result is less than the traditional feel of C-Prints.
- **True Photobase Papers** are more similar to traditional C-Prints. They are two-sided polyethylene sealed sheets that provide excellent image quality and more photorealistic looking images. In contrast to photorealistic and matte presentation papers, photobase papers support greater ink load and less paper cockle.
- **Fabrics and Canvases** provide options that aren't available to traditional silver halide photo printing. There are many different surface finishes; from matte to high gloss and smooth to highly textured. These bases are usually made from cotton or polyester or a blend of the two. Their inkjet coatings allow a rather large reservoir for ink and yield very high gamut imagery.

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>.