

## *Make Memories Last*



### **Speaker notes (speaker note pages are followed by presentation pages):**

As a professional, trusted and discerning photographer, you already promote print products with your clients...through social media, your website and blogs, as well as print products prominently displayed in your studio.

But do your clients really understand how to best enjoy their memories for a lifetime; to share with generations to come? Do they *think* they want digital only files? Are they misinformed about the safety of digital storage options versus a true permanent and quality printed solution? Do they understand the differences between print technologies?

Your clients rely on you, their professional photographer, to be their trusted advisor and educate them on how to do it right; how to make their once in a lifetime memories truly last. And you and your business rely on the total satisfaction of your clients.

Please use this compelling information to help your clients understand how to make their memories last; with the quality and permanence of true photo paper products.

## *Make Memories Last*

### MAKE MEMORIES LAST!



Clouds drift off



Cell Phones get lost



Hard drives crash



*True photo paper is the only  
proven method to preserve  
memories*



### **Speaker notes:**

To make memories last, it's important to understand the difference between temporary storage of images versus permanent image preservation.

Technology such as cell phones, hard drives and cloud storage can be relied upon as short-term methods of image storage but technology changes, fails and becomes obsolete. Source images get deleted intentionally or accidentally (and corresponding cloud images get deleted, too). Cloud services get hacked, experience disk failures, or go out of business. Cell phones get lost and break and hard drives crash! Images can get permanently trapped on outdated technology making precious memories unretrievable.

The best strategy for images involves several different sources of storage options and staying current with ever changing technologies. But temporarily storing images digitally is not the same as permanently preserving memories using true photo paper products.

## *Make Memories Last*

### **True Photo Paper**

*Protects Your  
Cherished  
Memories*



#### **Speaker notes:**

True photo paper has withstood the test of time and continues to be the only proven method of protecting and preserving cherished memories. But how does it work? The science of silver halide/wet processed technology is ageless. It's the imaging science behind it all that makes it the most secure method of protecting your clients' cherished memories.

TRUE PHOTO PAPER OUTPERFORMS IN AREAS  
THAT MATTER MOST TO YOU

# *Make Memories Last*

## *Image quality*



## *Image permanence*



### **Speaker notes:**

True photo paper outperforms in areas that matter most to you: Image Permanence & Image Quality. It's the photo prints you've grown up with.

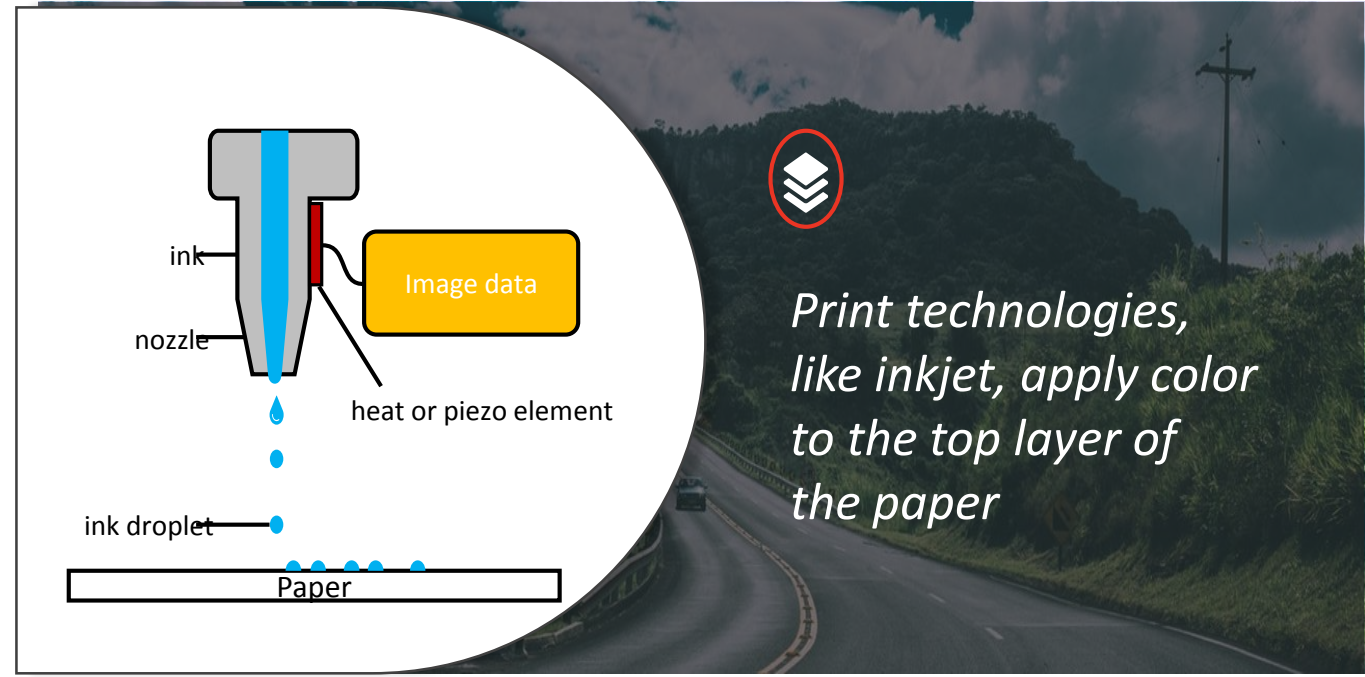
Plus, consider the difference between searching for images on a hard drive versus the experience of viewing and enjoying images prominently displayed in the home...everyday!

Let's take a closer look at the technology and science that makes memories last.



## *Make Memories Last*

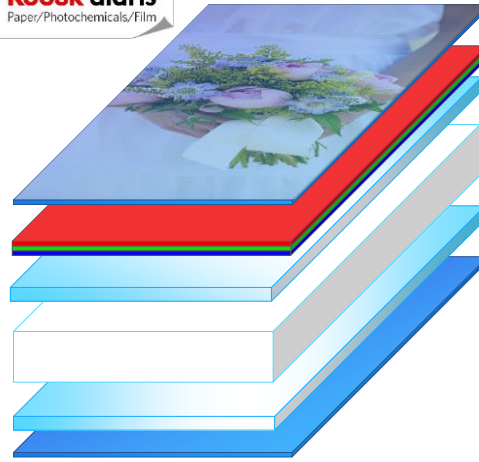
## PRINTS ARE NOT CREATED EQUAL







### **Speaker notes:**

It's important to understand that prints are not created equal. Print technologies such as inkjet apply ink droplets of color to the top layer of the paper that are readily exposed to atmospheric conditions such as sunlight and atmospheric contaminants that deteriorate the image. Compare that to true photo paper technology...

## *Make Memories Last*



### Protects your memories

-  Protective layers
-  Emulsion layers
-  Resin coatings
-  Paper base

## TRUE PHOTO PAPERS



**PAPER BASE** - Bright, white base for stunning prints



**RESIN COATINGS** - Stain and tear protection



**EMULSION LAYERS** - Continuous tone for exceptional image quality delivers true-to-life colors. Protective gelatin safeguards dyes from ozone damage and preserves image permanence



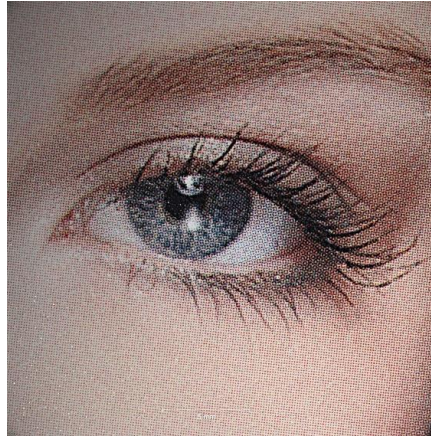
**PROTECTIVE LAYERS** - Shields images from scratches and physical damage

### Speaker notes:

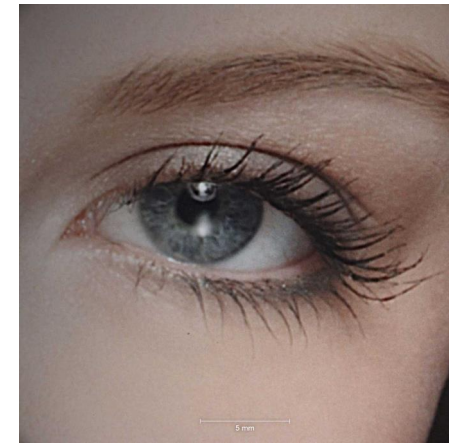
Kodak Professional True Photo Papers permanently embed the image into layers of the paper. The layering starts with a pure white base free from any imperfections. The imaging science in the paper delivers true to life colors and accurate skin tones that are impervious to atmospheric conditions! Images are then protected from physical damage such as fading, stains and tears.

## *Make Memories Last*

### IMAGE QUALITY: TRUE TO LIFE



***Press***



***True Photo Paper***



True photo paper  
delivers lasting  
professional  
quality



Inkjet and press  
technologies create prints  
using a mosaic of dots



True photo paper's  
continuous tone  
technology is the gold  
standard for image quality

### **Speaker notes:**

Image quality can vary greatly between press and inkjet dot technologies and true photo paper's continuous tone technology. True Photo Paper's continuous tone technology is the gold standard for image quality. True photo paper is not made from dots. Press and inkjet can make their dots smaller and different shapes to improve their image quality, but they can never achieve true continuous tone that delivers exceptional image quality. True photo paper provide the lasting professional quality.



## *Make Memories Last*

### IMAGE PERMANENCE: A LIFETIME OF MEMORIES

*Original*



*After 20*

**True Photo  
Paper**

*Original*



*After 20*

**Inkjet**

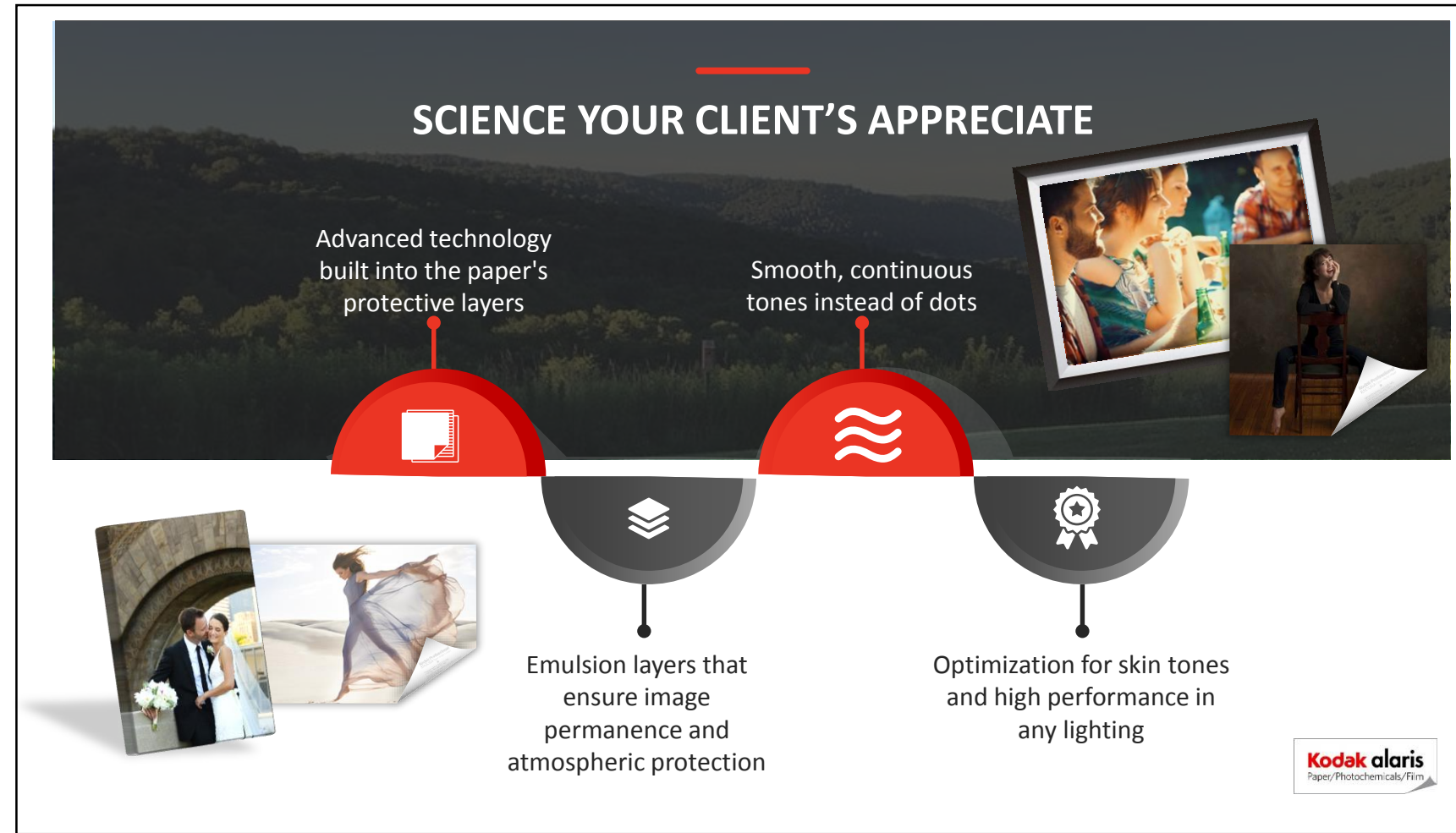
### **Speaker notes:**

And when it comes to image permanence...how long do you want your memories to last? The difference between technologies after just 20 years in standard atmospheric home conditions is dramatic. Inkjet and press technologies deteriorate\* while True Photo paper prints displayed in the home will look as stunning and true to life for more than 100 years!

\*Not all ink technologies are created equal. For example, pigment ink vs. dye ink will have varying quality and longevity results when printed on different surfaces. It's difficult or impossible for clients to understand or choose the right combination. Choosing traditional true photo paper prints and products through a professional photographer/from a trusted pro lab eliminates the guess work and risk.



## *Make Memories Last*



### **Speaker notes:**

Putting it all together, it's the science in the paper that sets true photo paper products above the rest:

- Advanced technology designed into the paper's layers
- Emulsions that preserve images for over 100 years in typical home conditions, and over 200 years in albums.
- Exceptional image quality through continuous tone technology
- And true to life colors, accurate skin tones, and high performance in any lighting conditions.

## *Make Memories Last*

### MAKE MEMORIES LAST



Once in a lifetime memories.



Make them last with true-to-life prints.



#### **Speaker notes:**

Your memories deserve only the best. Kodak Professional true photo papers are the proven, gold standard for image quality and permanence.

Trust in true photo papers to display, enjoy and preserve your once in a lifetime memories.





**Kodak alaris**  
Paper/Photochemicals/Film

***Make Memories Last***



# MAKE MEMORIES LAST!

**Kodak alaris**  
Paper/Photochemicals/Film



Clouds drift off



Cell Phones get lost



Hard drives crash



***True photo paper is the only  
proven method to preserve  
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**Kodak alaris**  
Paper/Photochemicals/Film

# True Photo Paper

*Protects Your Cherished Memories*





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# TRUE PHOTO PAPER OUTPERFORMS IN AREAS THAT MATTER MOST TO YOU

*Image quality*

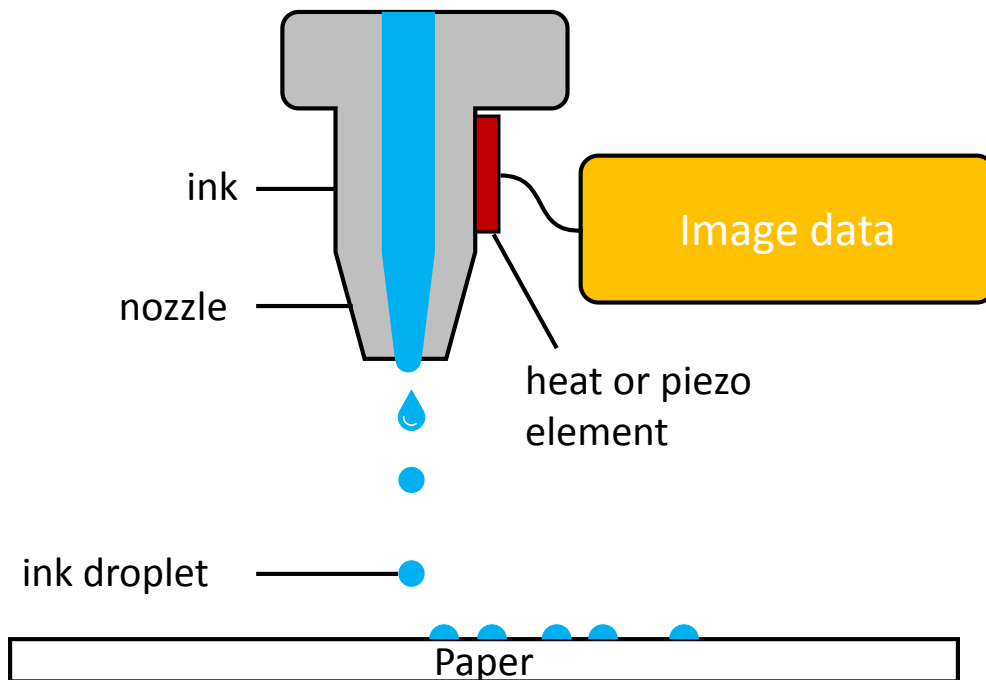


*Image permanence*

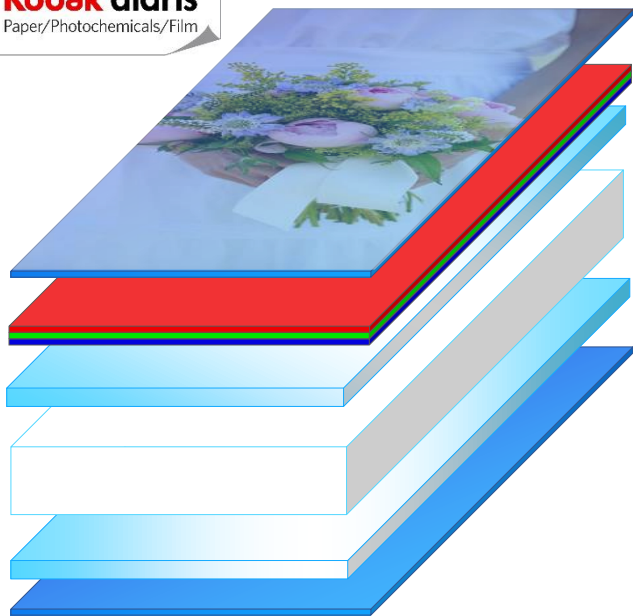








# PRINTS ARE NOT CREATED EQUAL



*Print technologies, like inkjet, apply color to the top layer of the paper*



### Protects your memories

-  Protective layers
-  Emulsion layers
-  Resin coatings
-  Paper base

## THE SCIENCE IS IN THE PAPER



**PAPER BASE** - Bright, white base for stunning prints



**RESIN COATINGS** - Stain and tear protection



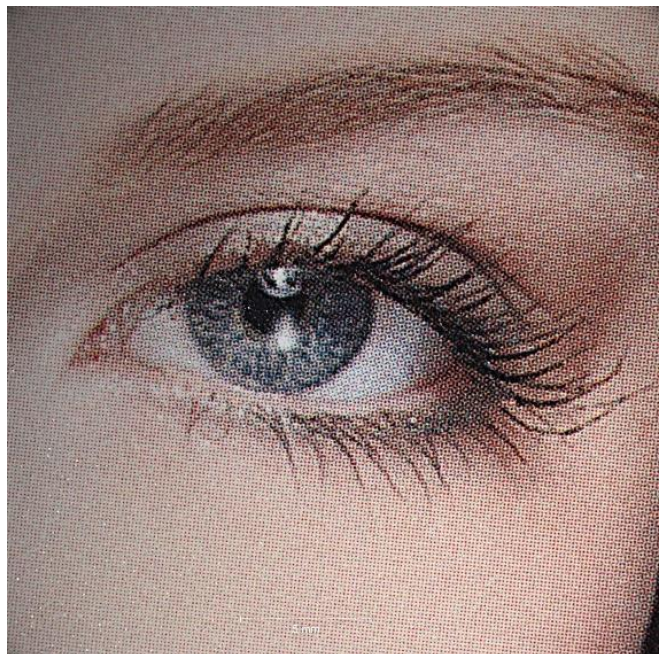
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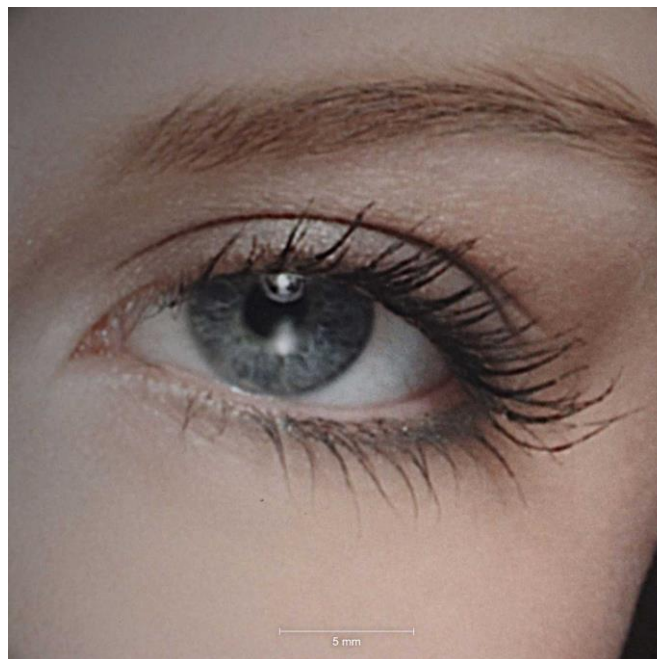
**PROTECTIVE LAYERS** - Shields images from scratches and physical damage



## IMAGE QUALITY: TRUE TO LIFE



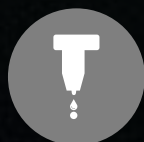
*Press*



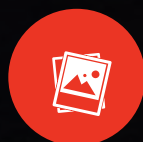
*True Photo Paper*



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Inkjet and press technologies  
create prints using a mosaic of  
dots



True photo paper's continuous  
tone technology is the gold  
standard for image quality



# IMAGE PERMANENCE: A LIFETIME OF MEMORIES

*Original image*



*After 20 years*

**True Photo Paper**

*Original image*



*After 20 years*

**Inkjet**



# SCIENCE YOUR CLIENT'S APPRECIATE

Advanced technology built  
into the paper's protective  
layers



Smooth, continuous tones  
instead of dots



Emulsion layers that ensure  
image permanence and  
atmospheric protection



Optimization for skin tones and  
high performance in any lighting



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# MAKE MEMORIES LAST



Your once in a lifetime memories.



Make them last with true-to-life prints.

