

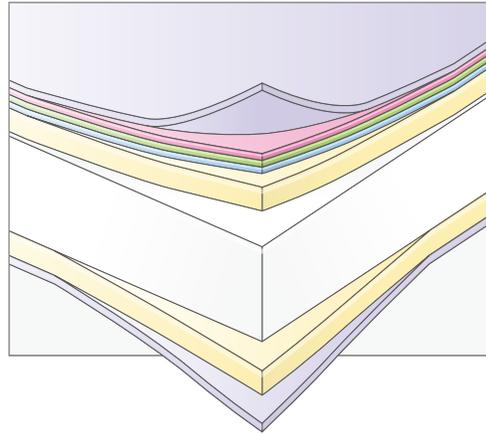
# Why ask for True Photo Paper?

Because prints are not created equal.

**Kodak alaris**  
Paper/Photochemicals/Film

## Protect your clients' cherished memories

As a professional photographer, your business is about so much more than capturing the perfect shot. You're in the business of crafting heirlooms for clients who expect them to last many lifetimes. The output you choose can mean the difference between well preserved and fading fast. For decades, the team at Kodak Alaris has researched and evolved our photo print technology to outperform in the areas that matter most to you: image permanence and image quality. The science behind true photo paper (a.k.a. silver halide) is designed to protect your images for generations.



Science is in the Paper

- PROTECTIVE LAYERS**  
Shields images from scratches and physical damage
- EMULSION LAYERS**  
Continuous tone for exceptional image quality delivers true-to-life colors. Protective gelatin safeguards dyes from ozone damage and preserves image permanence
- RESIN COATINGS**  
Stain and tear protection
- PAPER BASE**  
Bright, white base for stunning prints

## Image Permanence: A Lifetime of Memories



After 20 Years      Original Image

True Photo Paper



After 20 Years      Original Image

Inkjet

Print techniques like inkjet apply color superficially, to the vulnerable top layer of the paper. Kodak Alaris' true photo papers contain an emulsion layer pre-embedded with color, plus a protective coating layer other types of technologies don't offer. The advantage: prints impervious to the effects of naturally occurring contaminants found in everyday home conditions, such as ozone, that cause some other forms of prints to fade.\*

\*Tested in accordance with ISO18941 ozone test procedures; results simulate 19.7 years in typical home conditions

## Image Quality: True to Life



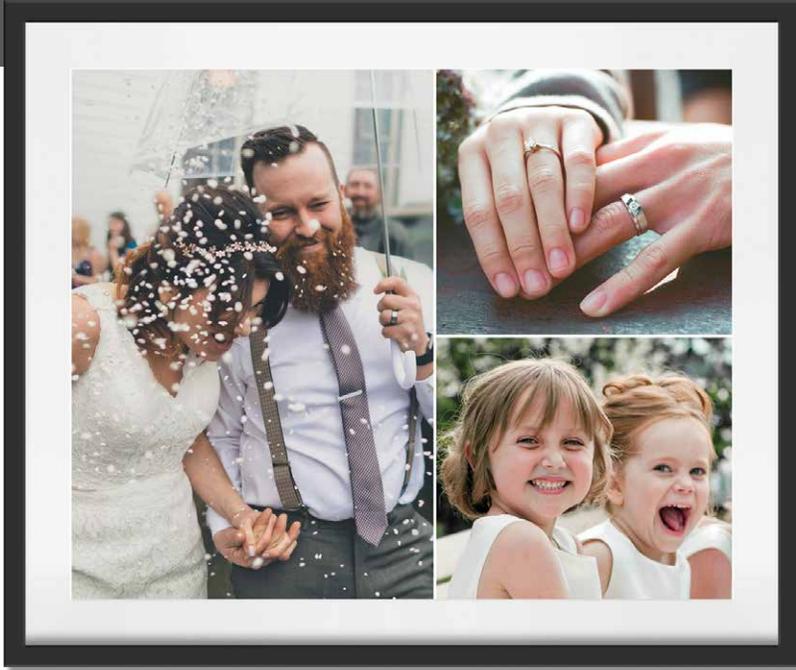
True Photo Paper



Press

Image output quality begins with the technology built into the paper. Unlike inkjet and press technologies that create images using a mosaic of dots, the emulsion layer of Kodak Alaris' true photo paper delivers smooth, continuous color tones, making it the gold standard for image quality. It's the result of decades of research and evolution—always with the professional photographer in mind. Which means our true photo paper, such as KODAK PROFESSIONAL ENDURA Premier, is optimized for accurate skin tones while maintaining excellent neutrality and high performance in any lighting condition.

# True Photo Paper: The Right Choice.



True photo paper from Kodak Alaris protects images from the damaging effects of ozone, a commonly occurring gas that can degrade images over time.

## A difference your clients will appreciate for years to come.

Heirloom prints are part of a family's cherished history. You can make sure those prints stay true to their original colors even after decades on display. True photo paper from Kodak Alaris is a proven way to protect photographs for generations, thanks to:

- Advanced technology built into the paper's protective layers
- Emulsion layers that ensure image permanence and atmospheric protection
- Smooth, continuous tones instead of dots
- Optimization for skin tones and high performance in any lighting

## Your clients make memories. Make them last with true-to-life prints.

With the right printing technology, your clients' once-in-a-lifetime moments can be enjoyed and displayed for generations to come. Be sure to ask your lab to use Kodak Alaris' true photo paper when ordering your clients' prints.

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