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### What is Custom Printmaking?

For decades, photographers have chosen to work with professional printmakers to make prints that match their vision. The highest level of this collaboration is a custom print - one where the print is made to the photographers specifications.

#### Why is there a need for custom prints?

A file directly from your digital camera, or a film scan from a scanner, will rarely produce the best possible results. Creative decisions need to be applied with the basic tools of photography to optimize density, contrast and color.

These decisions allow the photograph to best express what the photographer felt when they clicked the shutter. While some photographers make these edits themselves, many choose to work with a professional printmaker to do the work for them, allowing them to use the vast knowledge and experience of the printmaker. It also frees them from what can be a long and laborious process, allowing more time for making new photographs and for all the other commitments of life.

While the tools and techniques we use to make our custom prints Exhibition Prints are important, what really matters most is building a relationship between printmaker and photographer. We use proofs and phone calls to learn your style, and to see through your eyes. This delivers the print you want, time after time. If you can tell us what you are looking for, we can achieve it.

A relationship with one of our expert printmakers gives you the equivalent of a whole team of digital experts who are available on-call for your needs, with the benefit of paying as-you-go, instead of adding another salary to your expenses.

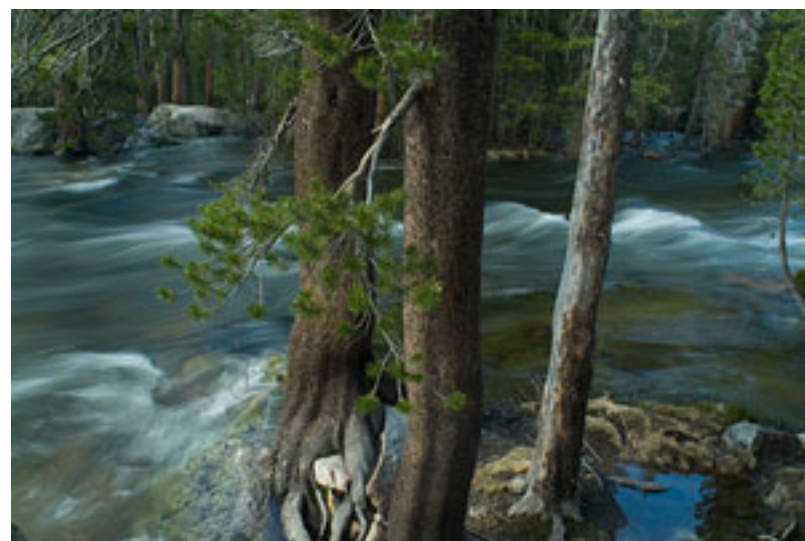
Our printmakers can make one print, or hundreds of prints for a retrospective. They can also make files for a magazine cover, fine art books, posters and calendars, or any other CMYK offset need. Once your photographs have been scanned and interpreted, there is no limit to what you can do with them.

The process starts with your digital camera file or we drum scan your original film. One of our expert printmakers makes creative decisions in Photoshop to achieve a print that meets your expectations by making global and local corrections to color, contrast, density, and saturation as part of the "set-up" process. When that's done, we can make proofs and talk...or make your final prints without the proofing step.

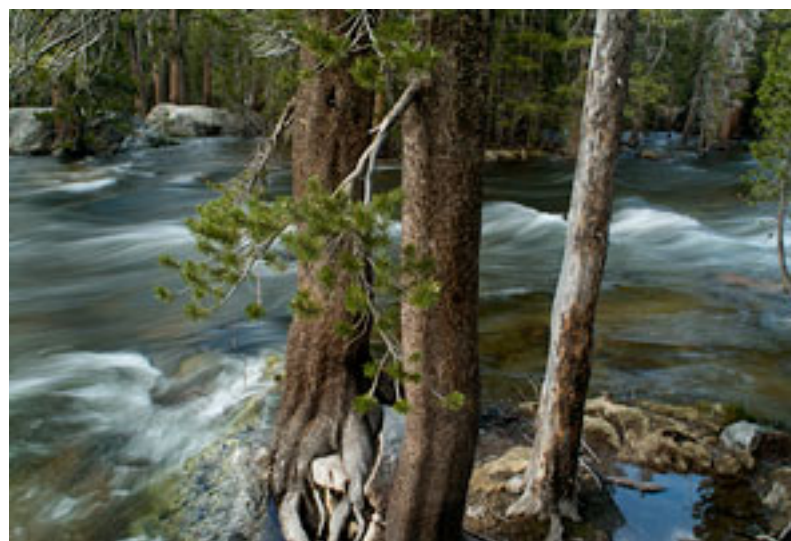
Once the set-up is complete, you can order Custom Prints at any time. To make reprinting your photograph easy, we can keep all necessary files on our servers so reprints are just a click away. We also give you a copy of the layered files so that you can archive them yourself.

We work with you every step of the way so the process ends with "oohs" and "ahhs".

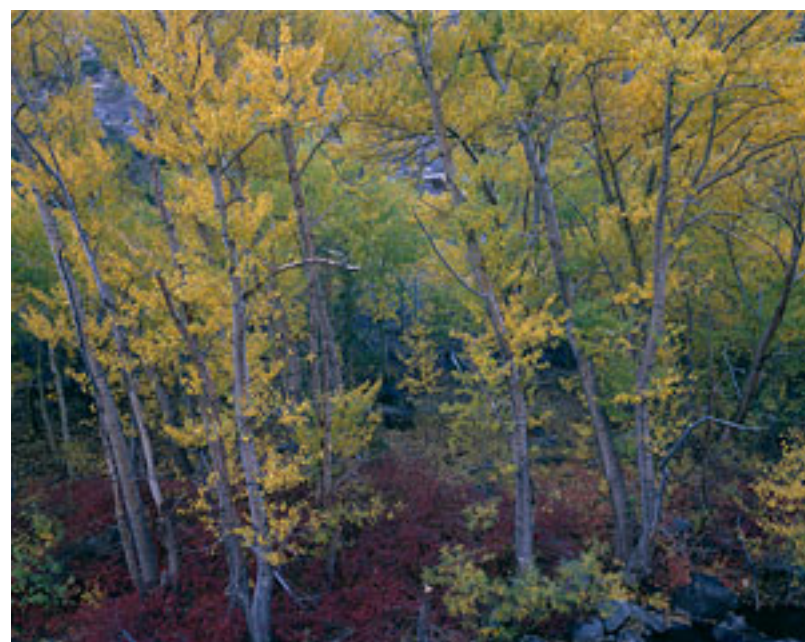
Our customers continually tell us that we've made their prints look better then they thought possible. Take a look at these "before and after" examples that show how your photographs can benefit from our Printmakers' experience.



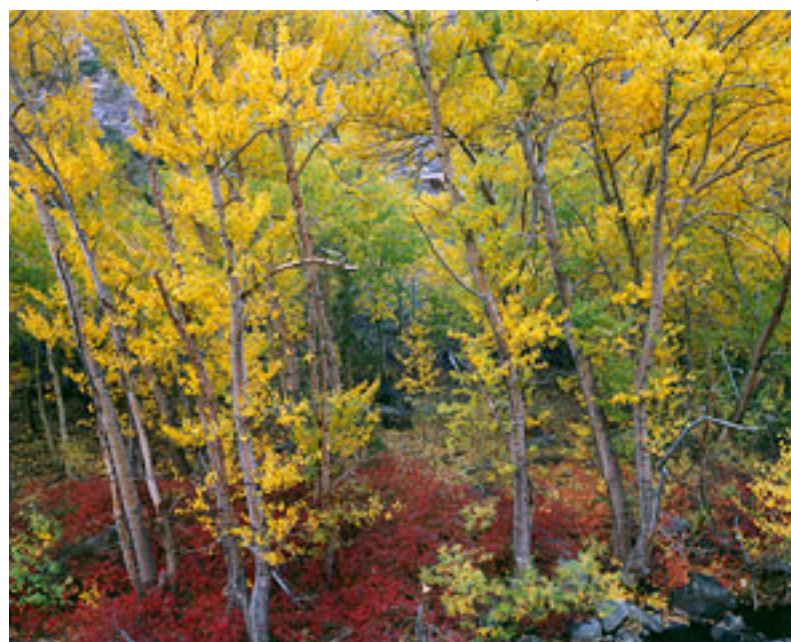
**Before**  
(Camera RAW File with no correction)



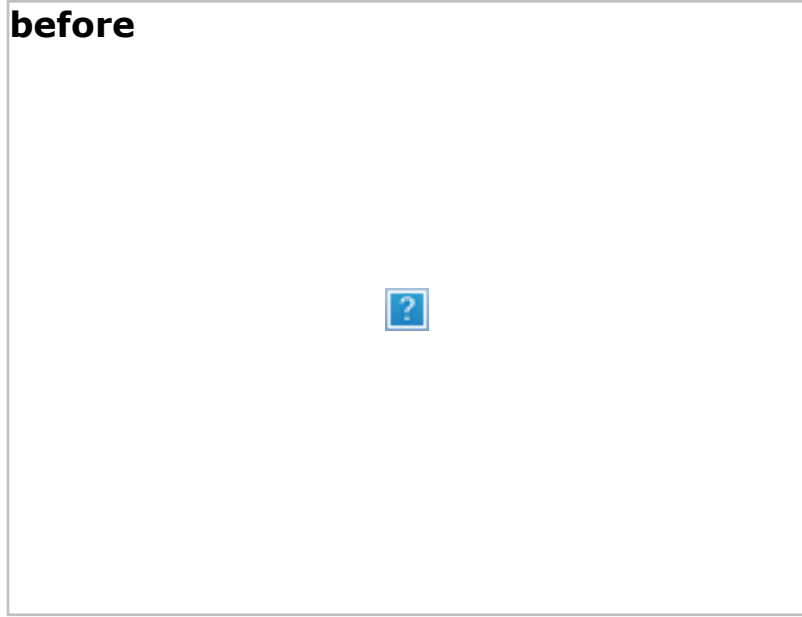
**After**  
(File after Custom Printing)



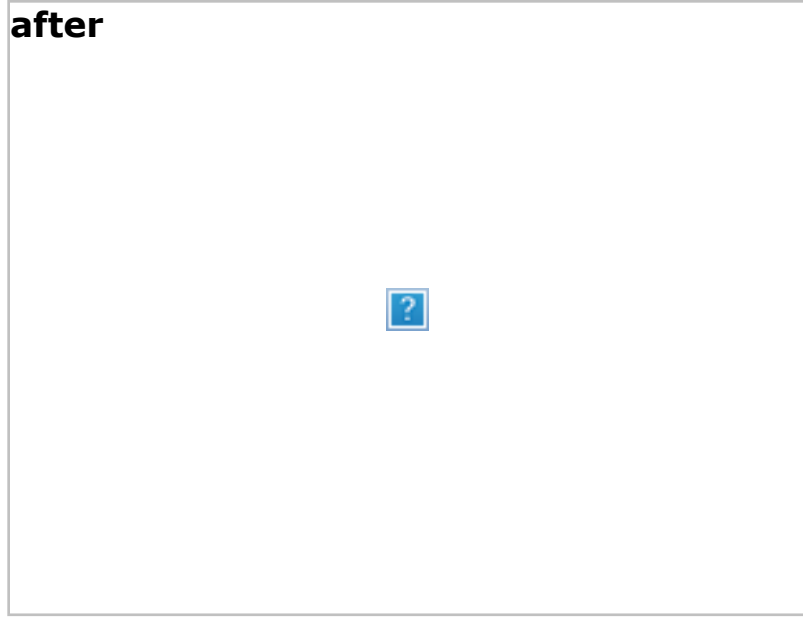
**Before**  
(Raw scan from 4x5 film)



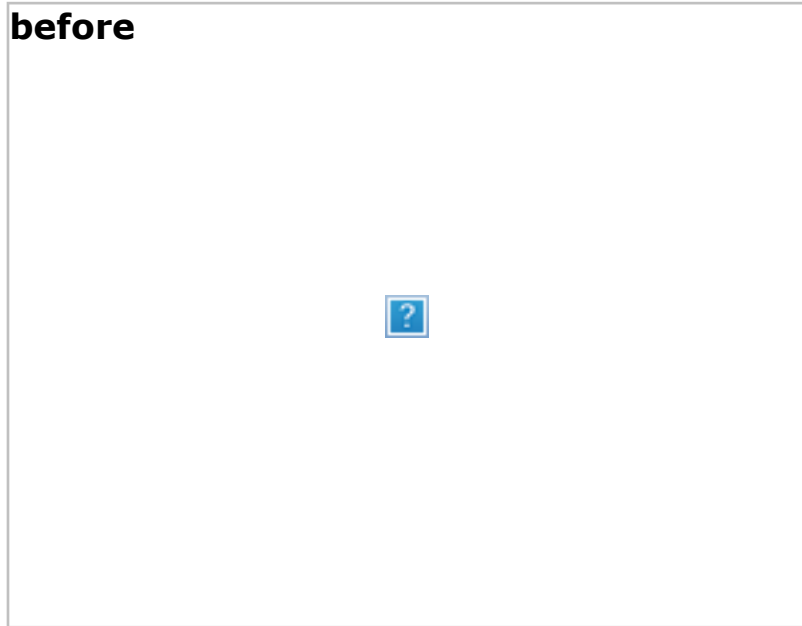
**After**  
(File after Custom Printing)



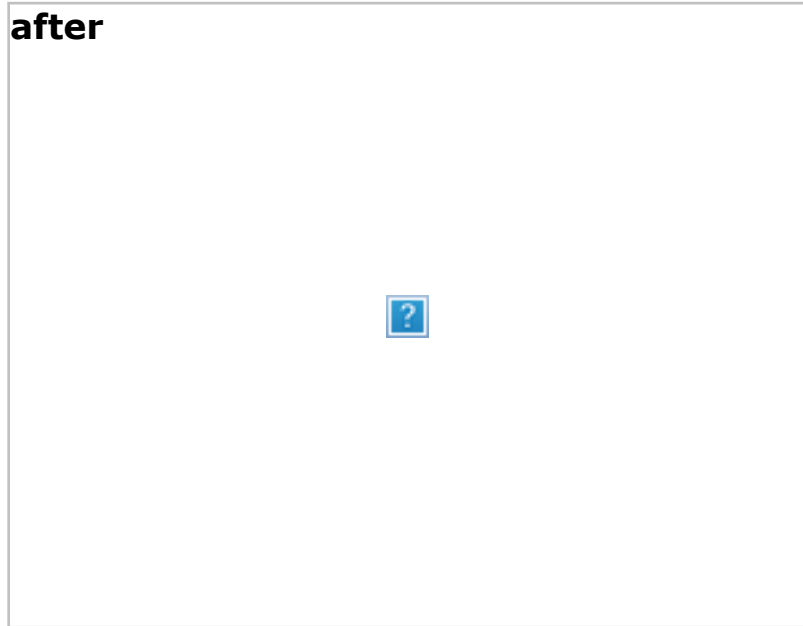
**Before**  
(Raw scan from 4x5 B&W film)



**After**  
(File after Custom Printing)



**Before**  
(Raw scan from 4x5 film)



**After**  
(File after Custom Printing and converted to B&W)