

It's All About the Paper



Moab™

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Photographer, Printer, Support & Training

Moab™

Base Materials

- Most fine art papers are made from cotton & trees
 - Rag papers are mostly or all cotton
 - Alpha-Cellulose papers are 100% wood pulp
 - A blend for certain characteristics: cost, thickness, texture
- And everything else
 - Washi (mulberry fiber)
 - Canvas (cotton & polyester)
 - Bamboo, sugar cane, etc
 - Specialty (metallic, high gloss)

Paper Categories

- Matte Paper – Alpha Cellulose
- Rag Papers (Fine Art) – Cotton
- RC (traditional surface) – Glossy, Luster
- Baryta (barium sulfate coating)
- Washi (Traditional Japanese Paper)
- Specialty: Metallic, Bamboo, Aluminum, etc

GSM (that number on the label)

- Many papers are labeled with a number (210, 340, 65)
 - GSM (grams per square meter) is the standard
 - GSM is a measure of mass, *not* thickness
- Thickness, or Caliper, will be listed in the paper specifications
- Moab Entrada Rag Bright 300 = 22.5 mil
- Moab Exhibition Luster 300 = 11 mil
- Both are 300gsm papers

Ink Absorbency

- Inkjet photo papers are all coated with an ink receiver layer
 - Holds pigments in precise dots
 - Ink is not absorbed into paper
 - Matte black papers use <5% more ink than photo black papers

What do I call it?

- Let's all speak the same language
 - *Photo Black* paper
 - *Matte Black* paper
- Avoid glossy, matte, coated, uncoated, ugly, shiny
- They are all coated, if not, it isn't a photographic paper

Matte Black vs Photo Black

- Why do they look different?
 - Photo black papers reflect more light, and directly back to the viewer. Colors look richer, blacks look darker.
 - Matte black papers scatter the reflection, so blacks look lighter and colors slightly less saturated.
- What paper(s) fit your subject matter and personal preference?

Brighteners

- Paper base materials are not naturally ‘white’
- Photo papers come in many shades
 - Natural/Warm white = no brighteners
 - Bright white = brighteners in base, coating, or both
 - Copy paper= bleached fibers + brightening agents
- Optical Brighteners (OBAs) are UV-activated
 - Framing with museum or conservation glass will neutralize UV-brighteners
 - Visual ‘whiteness’ is dependent on lighting

3rd Party (~~cheaper~~) Inks

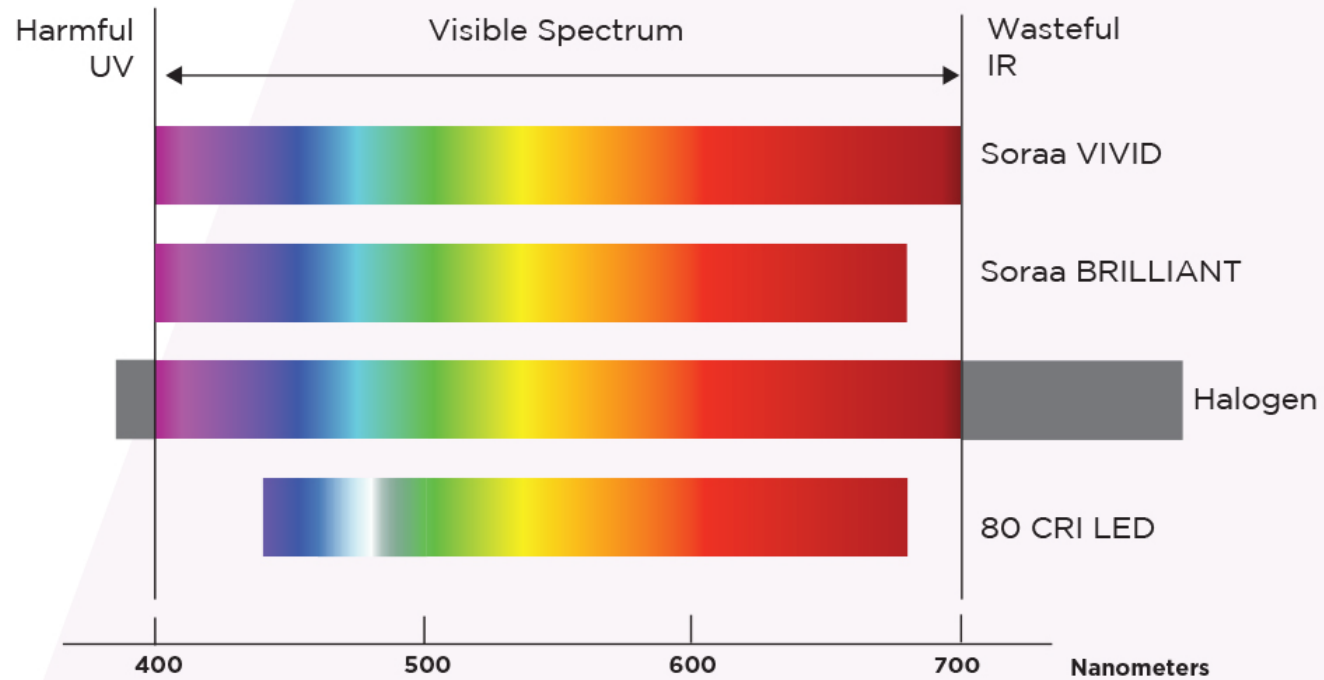
- Use inks made by your printer manufacturer for photo prints
 - Consistent color batch-to-batch
 - Tested for longevity & quality
 - Designed for the print head to reduce clogging
- 3rd party inks will cause you headaches
 - More frequent cleaning cycles
 - Inconsistent color
 - Void your printer warranty

Lighting- See Everything

- View your prints under a full-spectrum light
 - You can only see colors present in your light source
 - Sunlight works, but it is in short supply
 - Keep the same light source for all viewing
- For gallery or display, review your prints under the same light source
- Avoid florescent, CFL, or cheap LED bulbs

CRI = Color Rendering Index

COLOR RENDERING



Which side is the print side?

- The Post-it Test
 - Stick a post-it note to the edge of the paper surface
 - The inkjet-coated side will have a stronger adhesion
 - It won't stick very well to the uncoated side
- Just remove the sheet(s) you'll be using for printing
 - Print side should be labeled on packaging

What Affects Print Longevity

- Type of paper (base materials)
- Type of ink (dye, pigment)
- Exposure to UV (sunlight)
- Humidity
- Handling
 - cotton gloves recommended, your sweat is acidic
- Neutral pH framing materials
 - Throw away that cardboard backer
- Storage
 - Prints like the same environment we do, not too hot, not too cold

How do I choose?

- Photo Black or Matte Black?
- Tooth & Surface Texture
- Optical Brighteners (OBAs)
- Detail, tone, saturation
- Cost
- What will you do with the print?
- Personal Preference
- How does the paper effect the image? (perception is often subconscious)
- Test them for yourself & keep printed samples

If You Have Questions

- Evan Parker
- evan@legionpaper.com
- www.moabpaper.com
- Moab support forums
- moabpaper.com/moab-support-forum/