



- ▶ Striking, distinctive metallic look that catches the eye
- ▶ Rich color gamut and intense blacks enhances print appeal
- ▶ Drives commercial sales interest for standard and pop-up displays
- ▶ Expands portrait print options, accenting quality and developing new business
- ▶ Metallic layer enhances dimensional strength of this silver-halide paper
- ▶ State-of-the-art image stability* (100 years in typical home display, 200 years in dark storage, 1 to 5 years for commercial display)
- ▶ Consistent results, efficient operations

Distinctive output that stands out from the rest ... with century-plus image stability.

ENDURA Metallic Paper has opened a whole new dimension for commercial and portrait output. Its glossy finish and metallic appearance create images with exceptional visual interest and depth that will appeal to both photographers and display designers seeking a unique look. Color images are vibrant with flattering flesh tones Black-and-white scenes are stunning, with dramatic impact and fluid contrast.

Offer ENDURA Metallic Paper to photographers and specifiers to expand package orders or to open up new avenues of business. It is ideal for portrait (sports, special events, youth, wedding mementos) and commercial (commercial print runs, press kits, photo décor, pop-up, display images) applications.

This paper uses a proprietary combination of film laminate layers to produce three-dimensional, outstanding, lasting images on an ultra-bright background. Many photographers have described this effect as "chrome on paper." Its professional emulsion set provides extreme sharpness, brightness, and color saturation with an intense black density that increases its appeal. The proprietary laminate layers also increase the strength and tear resistance of the final print, increasing the opportunities for display applications.

*Based on product application including specific light levels and temperature conditions.

As a member of the family of KODAK PROFESSIONAL ENDURA Media, ENDURA Metallic Paper offers another high-quality imaging solution for your output applications and workflow. This paper can be printed through both digital and optical printing operations, and like the other ENDURA Media, features robust processing performance, excellent consistency, leading to very efficient operations. Plus the exceptional image stability of ENDURA Metallic Paper gives your lab, photographers, and specifiers a strong selling advantage with customers.

What's more, the family of ENDURA Media is developed with Kodak's imaging technology to deliver optimum results when used with KODAK PROFESSIONAL Modular Digital Workflow Products and KODAK Color Management System.

FEATURE	BENEFIT
WORKFLOW PRODUCTIVITY	
<ul style="list-style-type: none"> Unique high-intensity reciprocity characteristics 	<ul style="list-style-type: none"> One paper for all exposing devices, from digital (CRT, LED, and laser) exposing devices to optical enlargers and automatic printers
<ul style="list-style-type: none"> Robust processing performance 	<ul style="list-style-type: none"> Consistency in prints Clean process Low operating costs
IMAGE PERFORMANCE	
<ul style="list-style-type: none"> State-of-the-art image stability* 	<ul style="list-style-type: none"> Exceptional performance in typical home displays and unsurpassed in typical dark storage conditions 20 months or more for high-intensity commercial reflection display under 5000 lux
<ul style="list-style-type: none"> Advanced color coupler technology 	<ul style="list-style-type: none"> Rich, bright colors Vibrant greens, blues, magentas and reds Natural-looking whites Neutral tone scale — from highlights through to shadows

*Based on product application including specific light levels and temperature conditions



© Gustavo Marx Photographed with a LEAF Digital Back

FEATURES

- ▶ KODAK PROFESSIONAL ENDURA Paper backprint visibly identifies it as a paper tailored for professional results
- ▶ State-of-the-art paper emulsion technology for long-lasting, high quality results

AVAILABILITY

This paper is available in roll sizes up to 127 cm (50 in.) wide.

Sizes and catalog numbers may differ from country to country. See your supplier of KODAK PROFESSIONAL Products.



Exposure (Digital Printing)

ENDURA Metallic Paper has been tested in a variety of Kodak and other manufacturers' printers.

It performs well with the following KODAK Digital Printers:

- KODAK PROFESSIONAL RP 30 and SRP 30 Laser Printers
- KODAK PROFESSIONAL RP 50 LED Printer
- KODAK PROFESSIONAL LED II Printer 20R
- KODAK LED Digital Color Printers 20R and 20P
- KODAK CRT-based printers, such as KODAK PROFESSIONAL Digital Multiprinters

For starting values for Kodak digital printers and other manufacturers' equipment, refer to KODAK Publication CIS-241, *Digital Printer Aims for KODAK PROFESSIONAL ENDURA Metallic Paper* (available at www.kodak.com/go/endura or contact your Kodak representative).

Processing

Use KODAK EKTACOLOR Chemicals for Process RA-4. You can also use KODAK EKTACOLOR Digital Developer Replenisher RT*. KODAK PROFESSIONAL Pro Strips, Process RA-4, can be used to monitor your process.

Post-Processing

If you laminate ENDURA Metallic Paper, use a glossy or clear laminating material. Textured laminates will reduce the metallic effect.

Always use the lowest mounting temperature, pressure, and duration time to minimize impact on the final print appearance. Mount the prints with dry mounting tissue or a photographic mounting adhesive. The temperature across the heating platen should be 82 to 93°C (180 to 200°F). Preheat the cover sheet that is used over the face of the print in order to remove moisture. Apply pressure for 30 seconds, or up to 3 minutes for a thick mount.

Caution: Temperatures above 93°C (200°F) and/or high pressures and/or extended time periods may cause physical and color changes in prints.

Storage and Display of Prints

KODAK PROFESSIONAL ENDURA Metallic Paper has been formulated to provide improved dye stability and print longevity for prints displayed under typical home lighting conditions (i.e., 120 lux for 12 hours a day) and typical home dark storage conditions (i.e., 20 to 23°C [68 to 73.4°F] and 50% relative humidity). Photographic dyes, like all dyes, can change with time and exposure to sunlight, ultraviolet radiation, excessive heat, and high humidity.

For more information on the complete family of output media, visit www.kodak.com/go/prolab. You'll find information about:

PROFESSIONAL MEDIA	FEATURES
SUPRA ENDURA Paper	Saturated colors with exceptional, accurate flesh-tone reproduction for optical and digital workflows
SUPRA ENDURA VC Digital Paper	Expanded color gamut with excellent flesh-tone reproduction designed for color-managed digital workflows
ENDURA Metallic Paper	Unique metallic/high gloss appearance with stunning visual impact and depth
ULTRA ENDURA Paper	High contrast, intense blacks and bold colors for broad range of commercial printing applications
ULTRA ENDURA High Definition Paper	High gloss with an iridescent sheen for high-impact commercial printing applications
ENDURA Transparency Display Material	Translucent-base film for backlit display on illuminators without diffusers
ENDURA Clear Display Material	Clear-base film for backlit display on illuminators with built-in diffusers

*Available in certain countries only — please contact your distributor of KODAK PROFESSIONAL Products.

MORE INFORMATION

For technical information, see KODAK Publication E-4028 available at www.kodak.com/go/endura. Or contact your Kodak representative.

► www.kodak.com/go/prolab