MORE COLORS.
MORE VERSATILITY.
MORE EFFICIENCY.

Kodak Professional Endura
Premier Paper

Connect with Pro Quality

INTRODUCING:
KODAK PROFESSIONAL ENDURA MEDIA'S BEST, COMMERCIAL, COLOR NEGATIVE PAPER.

Professional photo lab commercial customers expect a wide variety of high-quality output products, especially photographic prints, to display an extraordinary color gamut; done right and on time. That's exactly what you can do with KODAK PROFESSIONAL ENDURA Premier Paper. This paper will help simplify your workflow and, at the same time, deliver amazing output quality that lasts.

As part of the award-winning KODAK PROFESSIONAL ENDURA Papers family, ENDURA Premier Paper raises the bar on how many vibrant colors you can expect from a commercial paper, because it will produce more colors than were possible with previous ENDURA Papers.

ENDURA Premier Paper features a technological breakthrough, the latest advancement in coupler technology, that addresses your lab's and your customers' needs to create high-quality output that meets the demands of commercial applications. Now, with the innovative cyan dispersion and emulsion technology found in KODAK Media, you can benefit from an even larger color gamut, all the while maintaining clean whites, rich blacks, and accurate skin tones.

ENDURA Premier Papers provide options to help your lab differentiate their commercial work, set it self apart from the compeititon, improve quality, grow business opportunities, and meet its customers' high expectations. ENDURA Premier Paper provides the advantage you need, due to:

- Larger color gamut for strong, bright colors, especially vibrant greens, blues, yellows and cyan
- Natural-looking skin tones
- Improved D-Min for cleaner-looking whites
- High D-Max capability for bold, rich blacks and better contrast*
- Clean, sharp text and graphics for photo books, greeting cards and more

Drive and grow commercial sales with outstanding color.
The impressive color accuracy of ENDURA Premier Paper enables you to faithfully reproduce the hues and tones of the original subject or scene. The result: high-color-saturation prints that represent the original subject matter.

Attract customers with outstanding image stability.
Customers want prints with a long life. ENDURA Premier Paper sets the standard for print longevity. Its tested light keeping is one to five years for commercial display.

Simplify your operation.
A "single-paper" workflow that gives outstanding performance in both digital and optical printing equipment can greatly increase your lab's efficiency.

Reduce remakes with greater print consistency.
You'll see excellent print matching between digital and optical printers, bright/rich color saturation, pleasing tone scale, and excellent skin-tone reproduction, as well as brighter greens, blues, yellows and cyan. ENDURA Premier Paper offers exceptional sharpness for type and graphics. Text reproduction is crisp, clean and precise. From studio portraits to outdoor candids, your customers get the matched prints they want.

Improve lab workflow and productivity.
Excellent process robustness gives you the consistency you need with great first-time yield rates. ENDURA Premier Paper performs superbly with all formats of digital files and color space and under varying exposures. It easily provides great results with Kodak's and other manufacturers' films — either optically or from scanned images.

For color-charged output products that stand out from the crowd, with high-quality, longevity and excellent durability, choose KODAK PROFESSIONAL ENDURA Premier Paper.

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Premier Paper

Features	Benefits
Image Performance	
Accurate skin tone reproduction	• Ideal for portrait applications • Neutral tone scale — from highlights to shadows
Maintains high D-Max capability *	• Bold, rich blacks for superb contrast
Increased color gamut from Kodak's advanced color dispersion technology	• More colors • Strong, bright colors: especially vibrant greens, blues, yellows and cyan
Improved D-Min	• Lighter in density • Clean-looking whites
Exceptional sharpness for type and graphics	• Text/graphic reproduction is clean and sharp
State-of-the-art image stability **	• 100 years in typical home display, 200 years in dark storage • 20 months for high-intensity commercial reflection display under 5000 lux
Workflow Productivity	
Improved latent image keeping	• Increased stability for longer periods from exposure to processing
Improved post-process finishing	• Ideal for photo books, albums, wraps, cards, etc.
Maintains robust and economical processing performance	• Post-process mounting, stripping, etc. • Print consistency • Easy to calibrate workflow • Clean/reduced process maintenance • Low operating costs • Low environmental impact
Maintains exceptional high-intensity reciprocity characteristics	• For digital (CRT, LED and laser) and optical exposing devices

*Results vary by printer type and manufacturer.

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

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KODAK PROFESSIONAL ENDURA Premier Paper is designed for processing in standard KODAK EKTACOLOR Chemicals for Process RA-4.

ICC output profiles, calibration routines, and printer aims are available at **www.kodak.com/go/premier.** To further optimize results on your system, the Kodak Pro Lab Resource Center offers a customized profiling service for pro labs at **www.kodak.com/go/prolabrc.**

Availability

This paper is offered in either Glossy (F) or Matte (N) surfaces in roll formats, without backprint — the popular choice for commercial applications. Surfaces, formats, and catalog numbers may differ from country to country. See your supplier of Kodak Alaris products.

More Information

For technical information, see Kodak Publication E-4070 available at **www.kodak.com/go/premier.** Or contact your Kodak Alaris representative.

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