ProLab
Experience the difference.

KODAK PROFESSIONAL SUPRA ENDURA PAPER

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- Professional quality images in both digital and optical printing workflows
- Provides flexibility to use one paper for both optical and digital printing operations
- Slightly enhanced color gamut for rich colors and exceptional, smooth flesh-tone reproduction
- State-of-the-art image stability (100 years in home display; 200 years in dark storage; 1 to 5 years for commercial display*)
- Robust processing performance

Simplified lab production. Superior print quality.

KODAK PROFESSIONAL SUPRA ENDURA Paper delivers the full capability to handle all portrait printing operations in today's highly competitive marketplace. Long-lasting prints with pleasing color and exceptional flesh-tone reproduction.

SUPRA ENDURA Paper is a workhorse of a paper, and it's robust. It works in both digital exposure systems and traditional photo printers. This optical/digital compatibility enables SUPRA ENDURA Paper to offer consistent results and easy print matching, all from a single inventory of photographic media. This paper performs superbly under varying exposure and processing conditions. Great print consistency means your lab has fewer remakes/waste.

SUPRA ENDURA Paper shares a similar emulsion set with the portfolio of ENDURA Media. It features soft/smooth flesh-tone reproduction and enhanced highlight and shadow detail. The paper's moderate contrast and pleasing color saturation work well in a variety of photographic applications from portraits/weddings to commercial shoots.

Since its inception, KODAK PROFESSIONAL ENDURA Paper Imaging Emulsion Technology has become our standard for photographic image output—it consistently satisfies your clients while helping you meet your business goals.

*Based on product application including specific light levels and temperature conditions; testing conducted as specified in ANSI Publication IT9.9-1996 and ISO Publication 10977, Stability of Colour Photographic Images—Methods for Measuring, including use of illustrative endpoint criteria of 30% dye fade.

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Attract customers with unrivaled image stability
Customers want prints with a long life. Our entire family of ENDURA Papers sets the standard for print longevity. Their tested light keeping is equivalent to 100+ years before noticeable fading occurs in typical home display, over 200 years in dark storage; and 1 to 5 years for commercial display.

Simplify your operation with paper optimized for both digital and optical printers
If your lab is exposing optically and digitally, SUPRA ENDURA's "single-paper" workflow enables outstanding performance in both digital and optical printing equipment. This gives your lab flexibility and increased efficiency. Your ordering and inventory procedures are much simpler when you don't stock separate papers.

However, if your lab only needs to expose digitally and uses a color-managed digital exposure system, you may want to consider KODAK PROFESSIONAL SUPRA ENDURA VC Digital Paper. This paper expands the line of ENDURA Media, providing a portrait-oriented paper with richer colors and sharper text, while still producing excellent flesh tones.

Reduce remakes with greater print consistency
You and your customers will enjoy the benefits of Kodak's state-of-the-art color technology in prints made on SUPRA Paper. You'll see better-matched prints between digital and optical printers, bright/rich color saturation, pleasing tone scale, and excellent skin-tone reproduction, as well as brighter blues, cyan, purples, and reds.

Improve lab workflow and productivity
Exceptional process robustness gives you greater print consistency and fewer remakes. Low replenishment rates equate to savings for your lab—low costs, low processor maintenance, and low levels of process effluent.

SUPRA ENDURA Paper performs superbly under varying exposure and processing conditions, and provides great results with Kodak's and other manufacturers' films—either optically or from scanned images.

FEATURE	ADVANTAGE	BENEFIT
WORKFLOW PRODUCTIVITY		
• Robust and economical processing performance	• Remarkable productivity and consistency • Minimal sensitivity to process variations, process contamination, and changes in product mix or processor utilization • Low effluent produced • Low frequency mixing/replacement of replenisher containers	• Consistency in prints; easy to calibrate • Clean process; low process maintenance • Low operating cost • Low replenishment rates • Low environmental impact
• Unique high-intensity reciprocity characteristics	• Exceptional exposure range of 32 stops—from 50 nanoseconds to 10 minutes	• One paper for all exposing devices, from digital (CRT, LED, and laser) exposing devices to optical enlargers and automatic printers • Optimized text and fringing characteristics in all digital devices • One paper that offers flexibility in the lab and simplifies lab inventory control (ordering, stocking, and handling)
IMAGE PERFORMANCE		
• State-of-the-art image stability*	• Over 100 years in typical home display • Over 200 years in dark storage • 1-5 years for commercial display	• Exceptional performance in typical home display, and unsurpassed performance in typical home dark storage conditions • 20 months or more for high-intensity commercial reflection display under 5000 lux
• Advanced color coupler technology	• Saturated and accurate color reproduction • Wide color gamut • Improved whites • Pleasing tone scale	• Rich, bright colors • Vibrant greens, blues, magentas and reds • Natural-looking whites • Tone scale is neutral from highlights through to shadows

*Based on product application including specific light levels and temperature conditions; testing conducted as specified in ANSI Publication IT9.9-1996 and ISO Publication 10977, "Stability of Colour Photographic Images–Methods for Measuring," including use of illustrative endpoint criteria of 30% dye fade.

In independent, long-term testing of ENDURA Media against the previous generation of KODAK PROFESSIONAL Media, ENDURA Media was found to exhibit significantly improved image stability in terms of color balance and dye fade. These independent results confirmed the internal Kodak testing and, in fact, revealed that Kodak's published estimates concerning image longevity were conservative.†

† The Image Permanence Institute at the Rochester Institute of Technology.

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 prints
- Exceptional flesh tones and saturated colors
- Moderate contrast

AVAILABIITY

This paper is available in a wide range of roll and sheet sizes in E (lustre), F (glossy), and N (matt) surfaces.

A Y surface (silk) is also available in some regions. This Y surface extends the creative look and feel that you can offer to your customers—a silk or linen-like surface that creates a "retro-feel" to photographs.

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

Backprint visibly identifies copyright protection

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Storage and Handling
For optimum results, store unexposed paper at 13°C (55°F) or lower in the original package. High temperatures or high humidity may produce unwanted changes.

Darkroom Recommendations
Handle unprocessed paper in total darkness. Be sure that your darkroom is lighttight. In addition, ensure that sources of stray light within the darkroom, such as lamphouse heads, timer lights, LEDs, etc., are eliminated or shielded.

Printing
KODAK PROFESSIONAL SUPRA ENDURA Paper is optimized for digital and optical printers from Kodak and other manufacturers.

Digital Printing
You can expose SUPRA ENDURA Paper with many types of digital printers.

Kodak's printers include:
- 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 technical information and other manufacturer's print aims and calibration data, refer to KODAK Publication CIS-235, *KODAK PROFESSIONAL SUPRA ENDURA Paper*, on www.kodak.com/go/endura or contact your Kodak representative.

Optical Printing
Expose KODAK PROFESSIONAL SUPRA ENDURA Paper in automatic printers or enlargers equipped with tungsten or tungsten-halogen light sources or photo enlarger lamps. Set up and balance the printer or enlarger according to the manufacturer's instructions.

Printer Control Negative Sets
Use the appropriate KODAK Printer Control Negative Set to determine aims for KODAK Color Negative Films or to cross over from another type of color paper to this paper.

Processing
Use KODAK EKTACOLOR RA 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. Use a maximum drying temperature of 93°C (200°F).

Latent-Image Keeping
For best results, process paper on the same day that you expose it. If latent image shifts occur, minimize them by keeping the time between exposure and processing as consistent as possible.

Retouching
Retouch these papers by following instructions in KODAK Publication No. E-70, *Retouching Prints on KODAK EKTACOLOR and EKTACHROME Papers.*

Mounting
Mount the prints with dry mounting tissue or a photographic mounting adhesive. If tissue is used, the temperature across the heating platen should be 82 to 93°C (180 to 200°F). 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 SUPRA ENDURA 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
ENDURA Metallic Paper	Unique metallic/high gloss appearance with dynamic tonal impact
ENDURA ULTRA Paper	Blacker blacks and whiter whites, bold colors for commercial printing applications
SUPRA ENDURA VC Digital Paper	Digital paper for all forms of professional portrait applications with expanded color gamut and excellent flesh-tone reproduction
ENDURA Clear Display	Clear-base film for use on illuminators with built-in diffusers
ENDURA Transparency Display Material	Translucent-base film for use on illuminators without built-in diffusers

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

MORE INFORMATION

For technical information, see KODAK Publication E-4021 available at **www.kodak.com/go/endura**. Or contact your Kodak representative.

► **www.kodak.com/go/prolab**

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Imaging Solutions