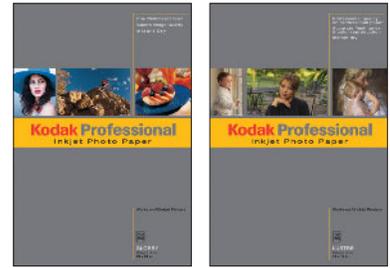


# KODAK PROFESSIONAL

## Inkjet Photo Paper: Reviewed and Reversed



**We set out to create a high quality, instant-dry paper that's compatible with all inkjet printers. The result has now hit the market, and the mark, apparently.**

The new KODAK PROFESSIONAL Inkjet Photo Paper uses the same substrate as color negative paper, with high-quality pulp and state-of-the-art chemistry that give it the look and feel of photographic paper. With a range of downloadable custom color profiles developed for popular inkjet printers, the new cut-sheet inkjet photo paper delivers bright, saturated color, sharp detail, and overall outstanding image quality. The unique attributes of this paper—the first KODAK PROFESSIONAL-branded inkjet media—should appeal to commercial, portrait/wedding, and advanced amateur photographers alike.

But don't take our word for it.

We recently gave a sample of the paper to Kodak Mentor Tim Walden, a professional portrait photographer and avid color printer. If his comments are any indication of how most professionals will feel, Kodak has a winner.



Photographers Tim and Beverly Walden



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## What did you think of the KODAK PROFESSIONAL Inkjet Photo Paper?

**TIM WALDEN:** Well overall, I think this is a fantastic paper. I love a number of things about it. One of photographers' issues that I'm aware of is this sheening or bronzing effect that you get with so many digital prints on photo papers. And it's really a hassle, because to get rid of it, you have to look at some form of lamination or print finishing manipulation. And this paper, if it has it at all, it's extremely minimal. So this sheening has been addressed, and that to me was one major, major issue. And I thought that it addressed it beautifully.

The other things I liked about the paper: the flesh tones were great, and the whites were really clean, held the detail, and looked beautiful. And I love the E-surface. I think there's some forgiveness in an E-surface paper, too, which is one of the things I love about it. You don't have the issues that matte papers have with muted tones or a lack of saturation. But you don't have some of the issues that you get with glossy papers. It's like the perfect mirror. It's even more so than lustre because that little bit of texture allows you to handle that paper; it just doesn't seem to fingerprint.

And I'll tell you something else, I found that the damage rate on other inkjet papers was extremely high...you just set another print on top of that lustrous surface, and if the corner



were to touch that print you'd have a surface mark. And I've talked with a number of image makers that are real good friends of mine who know what the heck they're doing. And they're like, "How do you solve this damage problem?" And they can't get the print from one location to another without damage, and I think this E-surface has allowed us a little more rigid handling of the paper, and so that has been exceptional.

### What did you think of the paper's look and feel?

**TIM WALDEN:** Well, all in all, exceptional. It felt durable; it felt sturdy. It felt like I was holding a resin print. Now, I am a color printer, and I've printed color prints since I was a teenager. I know what color paper looks like; I know what it feels like. This was the first inkjet paper that to me felt like a photographic print as, in the traditional sense, one that I could hold onto and say, "This is a color portrait," not, "This is a digital inkjet print." And even though there's nothing wrong with a digital inkjet print, it's just almost a shame that that becomes a measuring stick, "Oh, well this is an inkjet print." So this kind of broke those barriers in my opinion. It's not about digital, it's not about film; it's just about this is a great photograph, and this paper gave it that stability, that substance that made it appear just like that.

### Were the flesh tones and colors accurate in your opinion?

**TIM WALDEN:** Yes they were, and I've had good success with that with many papers. But I

thought I got there a little quicker with this paper—the management, the tweaking, the adjusting seemed to be just a little bit quicker, and the whites are really beautiful. And I think part of it is that lack of sheening. With the other papers you have to have some information in those whites. If you don't get some information in those whites, that's where you can get that sheening 'cause there's no ink on that paper. Well this E-surface seems to allow me to get those whites that once again I can look at and enjoy. That has really been an issue with me. And I tell you, it's been an issue with more photographers than probably many people realize. I get photographers coming to me saying, "How do you address this problem? I mean, I'm loving digital, but gosh, I hate these reprints; I hate these scratches; I hate the sheening." And nothing has addressed it quite as well yet as I think this paper has.

### How was the paper for capturing shadow detail?

**TIM WALDEN:** It holds it very well, as good or better than anything else I've used. I think the whites are where I'm most impressed because it's where I've had the most issues. But as far as the mid-tones and the shadow details go, it's every bit what I'm used to if not more. And again, it'd be on a paper-by-paper case, but as far as holding that shadow detail, it's second to none. But if you asked me where I'm most impressed, it's more in the whites, the flesh tones, and the durability issues that I mentioned.

### First Glance

Here's a quick summary of KODAK PROFESSIONAL Inkjet Photo Paper:

- Instant-dry photo paper
- Works on ALL inkjet printers pigmented and dye-based
- Excellent gloss uniformity
- Resin-coated, true photo-base paper
- KODAK PROFESSIONAL paper backprint
- Available in gloss (F) and lustre (E) finishes
- Cut sheet sizes 8½ x 11 and 13 x 19 inches
- Custom color profiles available for optimal print quality (visit [www.kodak.com/go/proinkjet](http://www.kodak.com/go/proinkjet))

To see more from Tim Walden, visit [www.waldensphotography.com](http://www.waldensphotography.com)



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