

# *Richard C O Lovesey*

*Fine Art & Print*

## **Fine Art Giclée Printing for Artists & Photographers**

### **Information & Price Guide**

As a self-publishing artist, Richard knows how important it is to be able to order a variety of products for resale featuring your own artwork at a reasonable price, in small quantities - after all 100 cards or prints are no good to anyone who simply wants to start out by 'testing the water'.

That is why he offers fellow artists whether amateur or seasoned professionals, the very same ideals he has searched for in the past -

**Highest quality products in smaller quantities customised to meet your individual needs which can be regularly updated to meet your changing requirements, with one-to-one personal and professional service at all times.**



***Digital Fine Art Printer of the Year  
Finalist 2015 - 2022***





# ArtSure<sup>TM</sup>

## Digital print quality you can trust

At *Richard C O Lovesey Fine Art & Print* we care about quality, which is why we joined ArtSure, the digital print quality assurance scheme run by the Fine Art Trade Guild. Print editions registered with ArtSure can easily be identified by the logo plus registration number on the Certificate of Authenticity.

With that, you can be assured that they have been made using high-quality inks and paper. Digital prints produced by *Richard C O Lovesey Fine Art & Print* can be registered with the ArtSure scheme. ArtSure gives you the independent assurance that quality inks and papers have been used in production.

Check us at [www.fineart.co.uk](http://www.fineart.co.uk) using our scheme membership number, **6263** where you can also find more info on the artists.

ArtSure name, slogan and logo are <sup>TM</sup> Fine Art Trade Guild 2015.



Richard has been a member of the Fine Art Trade Guild since 2007. Guild members are committed to following the Guild Code of Ethics, reassuring you that you can buy confidently. By selecting a supplier following Guild print standards you are showing yourself to be both professional and serious about your work and that you care about the requirements of customers interested in it.

### What are Giclée Prints?

The French term 'Giclée' (*zhee-klay*) translates as *spirt* or *spray* and refers to digital, fine art prints produced using high-end inkjet printers utilising the very latest pigment-based archival inks which are highly resistant to fading, alongside the finest, archival, digital papers and canvas. The Giclée printing method also gives superior definition and higher detail to images.

A unique advantage of this type of fine art reproduction over more traditional methods is the ability to print on demand and order exactly what you need when you need it.... you can sell a print first and then have it produced!

### Paper Options

The majority of papers we offer are classed as '*heavyweight*' (at least 250gsm), because this is the requirement for ArtSure approval of papers and offers you a '*true*' giclée reproduction. Limited, lighter-weight paper options are available, however, whilst of equal quality and slightly less costly, the lower weight means such prints aren't considered to be '*true*' giclée prints under the ArtSure scheme.

## The Giclée printing process

Our Giclée prints are produced using the ArtSure-approved Epson Stylus Pro 7800 & 9880 large format printers, with **Epson original**, eight-colour, archival UltraChrome K3 pigment inks which are certified for use by ArtSure. A variety of professional, fine art papers and canvases are available (see pg 5), all heavyweight options are ArtSure certified, as indicated.

**All Giclée prints are supplied with an embossed certificate of authenticity** stating details of inks and substrate used in production, along with care guidelines for purchasers. The Certificate of Authenticity serves to provide reassurance to your purchasers that the giclée print is authentic and genuine.

To further prove authenticity, your print can be embossed, upon request.

### Scanning

High-resolution image capture is paramount for quality Giclée prints and so it is recommended that your original artwork be made available for scanning, where possible, for the most accurate reproduction.

### Colour Matching

Colour matching your Giclée prints is an essential stage in the process and necessary whether the original artwork is presented for scanning or a digital file is supplied. The process is achieved by producing a series of test prints with adjustments made between each until the best possible match is achieved. Even the best scans require colour matching to your original artwork, but the process is simplified with the original present. Colour matching a supplied **digital** file will usually require colour proof(s) to be created and examined by the client until a good match is achieved. The colour-matching process requires skill and is time-consuming and is charged separately from scanning as shown below:

	<b>Scanning Fees</b>	<b>Colour Matching Fees</b>	<b>Monochrome Matching</b>
Up to A4	£ 10.00	£ 15.00	£ 9.50
Up to A3	£ 20.00	£ 15.00	£ 9.50
Up to A3+	£ 27.50	£ 15.00	£ 9.50
Up to A2	£ 35.00	£ 25.00	£ 15.00
Up to 42in/ 106cm width	£ 45.00	£ 25.00	£ 15.00

Once your image has been obtained and colour matched, further prints can be produced on demand, at short notice from the saved digital 'master' and are charged at the unit rates shown on page 6.

## Already sold your original artwork?

As mentioned previously, it can be possible to produce Giclée prints from high-quality digital files, however, if the original is available it should *always* be supplied for scanning to achieve the best results.

In cases where the original is unavailable, colour-matching obviously becomes extremely difficult to perfect and the supply of several colour proofs may be the only way to ensure a finish you are happy with. Please refer to the bottom of this page for details of colour-proof prices, to which P&P will be added.

If you intend to supply digital files, please consider the following points;

### **Resolution:**

Image resolution is expressed as 'dpi' (dots per inch) for print or 'ppi' (pixels per inch) for screen images and refers to the number of dots on paper or pixels on a screen used per inch to display an image. Unfortunately, whilst images look great on-screen when displayed at 72 ppi, this resolution is not high enough to obtain fine, crisp detail for print where a resolution of at least 300 dpi is required. Most digital and phone cameras capture and save images at 72 ppi by default as they are primarily designed for viewing on a screen and this causes issues if you require such images to be printed. If your device has the ability to adjust its capture resolution, it should be set to 300 dpi when you intend to print images.

### **File Type:**

Another issue when printing from digital and phone camera images is the saved image file type which tends to be 'jpeg'. A jpeg image file is a compressed file which is again designed for web and screen applications. The image is compressed or made smaller, by the removal of important colour data and detail, whilst this does not alter screen appearance it is required for print. Files for print should ideally be 'tiff' files which are considerably larger in size. Remember, an image's 'file size' does not refer to the image dimensions but to the amount of data that is contained within the file.

### **Supply:**

When supplying image files, try to avoid using email or messenger services as images are often compressed when transmitted. You can upload images from your device via <https://richardcoloveseyfineartandprint.wetransfer.com/>

<b>Colour Proof Fees (each)</b>				
	A4	A3	A2	A1
Lightweight Papers	£ 3.25	£ 5.25	-----	-----
Heavyweight Papers	£ 4.25	£ 6.25	£ 13.50	£ 27.50
Lightweight Canvas	£ 3.50	£ 5.00	£ 11.00	£ 22.00
Heavyweight Canvas	£ 4.75	£ 6.75	£ 14.50	£ 29.00

## Print Papers & Canvas

The following digital papers and canvas are always stocked. If you wish to request other specific substrates for your prints, simply contact us for a quote.

### Lightweight papers (Max. print size A3+).

**Epson Archival Matte Paper** - 189gsm smooth, white matt professional quality paper.

**Bockingford Inkjet Watercolour** - 190gsm (90lb) CP (NOT) Mould-made, acid-free, archival, inkjet-coated watercolour paper.

### Heavyweight papers \*\*ArtSure Certified

**Hahnemuhle William Turner 310 \*\*** - 310gsm white, 100% cotton paper which guarantees archival standards. This is a mould-made watercolour paper with a distinct textured surface. With its premium, matt inkjet coating William Turner meets the highest industry standards regarding density, colour gamut, colour graduation and image sharpness while preserving the special touch and feel of genuine art paper.

**PermaJet Museum Heritage 310\*\*** - 310gsm 75%/25% a-cellulose/cotton mix, slightly textured matt paper. Natural white, acid-free.

**Permajet FB Matt 285\*\*** - 285gsm, ultra-smooth, 100% ±cellulose acid-free fibre base, matte, baryta paper.

**Pinnacle Cotton Rag Bright White 310\*\*** - 310gsm, bright white, 100% cotton rag paper with a gentle texture. Archival, acid and Lignin free.

**Permajet FB Pearl 300\*\*** - 300gsm, sumptuous pearl (satin) finished paper.

### Canvas

**Fotospeed Canvas Matt Polyester 260 (Lightweight)** - Matt Polyester 260gsm is a 100% polyester canvas with a full matt surface. The canvas' bright white appearance and crack-resistant surface ensure an excellent result when stretching and framing. Recommended for use by artists and photographers.

**Permajet Neptune Natural Matt 400\*\* (Heavyweight)** – a 400gsm, 100% cotton base, matt canvas with a natural warm ivory surface manufactured with random cotton fabric content for a classic, natural appearance.

**When deciding upon the size of print required, please remember this will include a border of at least 15mm to allow for mounting. The bottom border should be wider to allow for image title if required. You should consider this border requirement when deciding upon image size.**

## Giclée Print Price Guide

Size (up to)	Surface	Each (£)
<b>A5*</b> (5.83in x 8.27in)	<b>Lightweight Papers</b>	4.00
<b>A4</b> (8.27in x 11.7in)		6.50
<b>A3</b> (11.7in x 16.54in)		10.50
<b>A3+</b> (12.95in x 19in)		12.50
<b>A5*</b> (5.83in x 8.27in)	<b>Heavyweight Papers</b>	5.00
<b>A4</b> (8.27in x 11.7in)		8.50
<b>A3</b> (11.7in x 16.54in)		12.50
<b>A3+</b> (12.95in x 19in)		14.50
<b>A2</b> (16.54in x 23.4in)		27.00
<b>A1</b> (23.4in x 33.1in)		55.00
Larger sizes up to max. shortest side of 44in/112cm	<b>Heavyweight Papers</b>	£0.08 per square inch. Exact quotes upon request
<b>A3</b> (11.7in x 16.54in)	<b>Lightweight Canvas</b>	10.00
<b>A2</b> (16.54in x 23.4in)		22.00
<b>A1</b> (23.4in x 33.1in)		44.00
<b>A3</b> (11.7in x 16.54in)	<b>Heavyweight Canvas</b>	13.50
<b>A2</b> (16.54in x 23.4in)		29.00
<b>A1</b> (23.4in x 33.1in)		58.00
Larger sizes up to max. shortest side of 44in/112cm	<b>Heavyweight Canvas</b>	£0.09 per square inch. Exact quotes upon request
A4	<b>Giclée protective spray coating</b>	1.25
A3/A3+		2.25
A2		3.75
A1		6.75
A0		12.50
A0+		15.00

**Giclée prints above A1 in size are priced by the square inch to ensure precise pricing for your needs – please contact us with your measurements for a quote.**

**A 10 % discount is available when ordering 5 or more copies of the same print.**

\* A5 prints may be ordered in pairs at the A4 price.

Canvas prices above do not include frame or stretching – please see page 7 for details.

**When selecting canvas size, allowance should be made for wrap-around on the frame when stretching and as such, the size given does not refer to printed image size alone but includes unprinted, wrap-around canvas.**

<b>Canvas Stretching &amp; Frames</b>		
Canvas Size	Frame Size (also front-facing image size)	Each
A3	25 cm x 37 cm	£ 19.50
A2	37 cm x 54 cm	£ 27.00
A1	54 cm x 79 cm	£ 38.00
For custom sizes, please ask for a quote		

## **Fine Art Greeting Cards**

Folded greeting cards are produced on image-rich, microporous-coated cards and the following card options are available:

**Smooth Matte 300gsm; Watercolour 245gsm; Gloss 300gsm.**

Cards can be supplied blank or with custom inner text at **no extra charge**.

Card backs are printed with your name, thumbnail image, image title, your full contact details & copyright notice at **no extra cost**.

Images on A6 & A5 cards are surrounded by a white border. This border can be trimmed upon request, (making the cards slightly smaller).

A one-off set-up fee of £8.50 applies to each size and design to cover the template set-up process and image colour matching prior to printing.

The set-up fee increases to £10.00 if text on the front face is required.

Proof cards can be supplied at 50% of the normal card price, plus postage after the set-up process has been completed.

**There is no minimum order quantity on these cards.**

Card Surface: Card Size:	Smooth Matt 300gsm	Watercolour 245gsm	Gloss 300gsm
<b>Initial Set-up fee</b>	<b>£8.50</b>		
<b>A6 Cards (105mm x 148mm) includes quality white envelopes &amp; display bags</b>			
Up to 20 cards	£ 1.05	£ 1.10	£ 1.10
21+ cards	£ 0.94	£ 0.99	£ 0.99
A6 Card Box	£ 2.95		
<b>Square Cards (140mm x 140mm) includes quality white envelopes &amp; display bags</b>			
Up to 20 cards	£ 1.36	£ 1.65	£ 1.65
21+ cards	£ 1.22	£ 1.49	£ 1.49
<b>5in x 7in Cards - includes quality white envelopes &amp; display bags</b>			
Up to 20 cards	£ 1.38	£ 1.68	£ 1.68
21+ cards	£ 1.24	£ 1.52	£ 1.52
<b>A5 Cards (148mm x 210mm) includes quality white envelopes &amp; display bags.</b>			
<b>DL Cards (100mm x 210mm) includes quality white envelopes &amp; display bags.</b>			
Up to 20 cards	£ 1.43	£ 1.73	£ 1.73
21+ cards	£ 1.28	£ 1.56	£ 1.56

## Giclée Greeting Cards

Giclée greeting cards, printed using the same heavyweight, fine art papers and Epson Ultrachrome K3 pigment inks employed in the production of giclée prints, can now be ordered, offering both a perfect match and accompaniment to your giclée prints. Giclée cards can be supplied blank or with custom inner text at **no extra charge**. Card backs are printed with your name, thumbnail image, image title, your full contact details & copyright notice at **no extra cost**.

Images on cards are surrounded by a white border.

A one-off set-up charge of £5.00 applies to each size and design.

**There is a low minimum order quantity of 10 copies for giclée cards.**

<b>Giclée Greeting Cards</b>	
<b>Initial Set-up fee</b>	<b>£ 5.00</b>
<b>A6 Cards - includes quality white envelopes &amp; display bags</b>	
Up to 20 cards	£ 1.95 each
21+ cards	£ 1.75 each
<b>A5 Cards - includes quality white envelopes &amp; display bags</b>	
Up to 20 cards	£ 3.60 each
21+ cards	£ 3.25 each

## Post Cards

Postcards have a matt surface and are available with envelopes if required.

They can be supplied blank on one side or with text if required.

A one-off template set-up charge of £8.50 applies.

There is a 10% discount when ordering 21+ of the same.

A6 Postcards – 300gsm smooth matte	£ 0.75	each
A6 Postcards – as above <b>with envelopes</b>	£ 0.80	each
5in x 7in Postcards – 300gsm smooth matte	£ 0.95	each
5in x 7in Postcards – as above <b>with envelopes</b>	£ 1.00	each

## Notelets

Notelets are printed onto coated, 120gsm A4 paper, double folded and supplied complete with quality white envelopes. Packs of 6 or 12 are supplied in boxes.

Notelet images are borderless.

Your details and image title can be printed on the reverse.

A one-off template set-up charge of £8.50 applies.

Notelets – Single		£ 0.75	
Notelets – 6 Pack	Nx6	£ 4.10	per box
Notelets – 12 pack	Nx12	£ 7.60	per box



## Fridge Magnets

Fridge magnets are made from acrylic, the image size being 45 x 70mm.

They are supplied in individually sealed bags.

You have the option to have your contact details and image title on the reverse.

A set-up charge of £8.50 applies.

Fridge Magnets	L4FM	£ 2.75	each
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## Key Rings

Key Rings are made from acrylic, the image size being 35 x 45mm. Key rings are supplied within individually sealed bags. You have the option of the image on both sides or on a single side with your own text on the reverse.

A set-up charge of £8.50 applies.

Key Rings	A5KR	£ 2.25	each
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## Supply of Artwork (non-Giclée Print products)

Images can be supplied by email or We Transfer in Jpeg or Tiff format and ideally have a minimum resolution of **300dpi**. If you are unable to supply digital images, we can scan supplied original artwork, see page 3 for scanning fees.

**Please note: Colour matching to the original artwork cannot be guaranteed in cases where the original artwork is not supplied for scanning.**

Cropping of images is often required for the production of folded cards, postcards, notelets, keyrings, and fridge magnets in order for the image to match the product dimensions. If cropping of images is not possible or desirable, limited image stretching can be used, or additional border-width added.

A one-off set-up charge of £ 8.50 applies per image for each product size/type, to enable the layout creation of your product and colour adjustment as required.

Once the initial set-up is complete, a template is saved securely to enable prompt creation of future products and re-orders which are charged at the unit rate from the price lists shown on pages 7,8 & 9.

A fee may apply if future updates or adjustments are required.

Colour adjustment is included in the set-up fees for non-Giclée products.

**Please refer to the digital image supply notes on page 4 to enable us to achieve the best possible results for you.**

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## **Are you considering releasing Giclée prints as a Limited Edition?**

If so, please read the enclosed Guide to Limited Editions for further information and points you should consider.

## Picture Mount Cutting & Supply

### Square – Oval – Circular – Multi Aperture - Bevel Cut – Straight Cut

**Bespoke size** mounts can easily be supplied and are priced according to the next nearest size up as shown in the guide below.

Prices relate to quality, standard Daler Studland Mountboard.

Specialist/Museum/Conservation board extra – please ask for a quote.

The maximum size available is 815mm x 1200mm / 32in x 47in.

Backing boards are available and highly recommended to provide mounted prints with protection from handling damage when on retail display.

Prices **include** a display bag.

<b>Square/Rectangular Mounts</b>							
Frame Size (in)	8 x 10	10 x 12 / A4	11 x 14	12 x 16	16 x 20	20 x 24	Up to Maximum
Single Mount	£ 6.30	£ 6.80	£ 7.10	£ 7.50	£ 9.50	£16.95	Price on request
Double Mount	£11.35	£12.25	£12.80	£13.50	£17.10	£30.50	Price on request
Triple Mount	-----	-----	-----	£20.25	£25.65	£45.75	Price on request
Added V Groove	£ 7.50	£ 7.50	£7.50	£ 7.50	£ 7.50	£ 7.50	Price on request

<b>Circular / Oval Mounts</b>							
Single Mount	£10.15	£10.95	£11.40	£12.50	£15.20	£27.10	Maximum aperture 20in diameter
Double Mount	£19.80	£21.40	£22.30	£24.50	£29.90	£53.70	

<b>Multi Aperture Mounts</b>							
Single Mount	-----	£23.80	£24.85	£26.50	£33.50	£59.50	Price on request
Double Mount	-----	£47.50	£49.70	£53.00	£67.00	£118.50	Price on request
<b>Backing Board</b>	<b>£ 1.50</b>	<b>£ 1.50</b>	<b>£ 1.75</b>	<b>£ 1.95</b>	<b>£ 2.50</b>	<b>£ 4.25</b>	Price on request

<b>Additional Services</b>	
Archival framing (using client-supplied frame) Print or Original	£ 9.50
Image digital adjustment/editing fee	£ 15.00
Image digital background editing/removal fee	£ 20.00
Multiple image stitching fee (per stitch)	£ 10.00
Limited Edition Giclée Print Certificates set-up fee	£ 8.50
Limited Edition Giclée Print Certificate - each	£ 0.25
Custom Open Edition Giclée Print Certificates set-up fee	£ 8.50
Custom Open Edition Giclée Print Certificate - each	£ 0.25
<b>Business Cards -</b>	
Set-up Fee	£ 8.50
300g Matt finish Business Cards – per 10	£ 3.25
245g Watercolour Textured finish Business Cards – per 10	£ 3.95
<b>Compliment Slips -</b>	
Set-up Fee	£ 8.50
120g Smooth Matt finish Slips - each	£ 0.35
300g Smooth Matt finish Slips - each	£ 0.55
245g Watercolour Textured finish Slips - each	£ 0.65
<b>Premium Self-Adhesive Labels -</b>	
Set-up Fee	£ 8.50
63mm x 38mm - per A4 sheet of 21 labels	£ 1.95
38mm x 21mm - per A4 sheet of 65 labels	£ 1.95

### **PRINT & POST!**

It's a great feeling when you make a sale, but do you find it a hassle posting out those orders.....locating & buying packaging, then packing it up safely, working out what it will cost and then finding the time to run down to the Post Office? *No problem!*.....we can produce your prints and then send them directly to your customer, saving you the chore. You will then simply be invoiced for your order, plus postage & Packaging. It saves you time and money!

This option is not available with Limited Edition prints which will be sent directly to you for signing & numbering. You should follow GDPR, data protection regulations and make potential purchasers aware that their contact details will be shared to enable dispatch of their order. If your customer does not consent, orders will have to be sent to you for forwarding on to the purchaser.

### Postage:

All postage & packaging costs incurred in relation to an order (including supply of proofs and return of images/artwork) are charged at cost based on current Royal Mail, ParcelForce or Courier rates at the time of ordering. First Class, *Signed For* or other priority postage is always used to ensure prompt, safe arrival. P&P charges will be added to your invoice. Giclée prints larger than A3 are usually sent rolled in tubes to reduce postage costs unless you request otherwise. We are happy to ship internationally\*\* at cost price.

\*\*Please note: We are unable to fulfil orders destined for any EU countries, including Northern Ireland. This is due to the implementation of the new, EU General Product Safety Regulations.

### Payment Terms

Our preferred payment method is via bank transfer, which is the quickest and easiest way to pay. Payment can also be taken via cash upon collection.

Orders for posting - Once orders are completed and ready for dispatch, we will email your invoice. Orders are then dispatched immediately upon receipt of payment.

Orders for collection – payment is required at the time of collection.

No VAT chargeable

Due to our products' bespoke nature, orders cannot be cancelled once underway.

### Copyright Notice

Images supplied for reproduction are saved securely in electronic format for the purpose of completing any future orders, unless you request otherwise.

Your copyright is respected at all times and as such, any images supplied are used solely for the production of any orders you place.

By placing an order you give Richard Lovesey the right to reproduce your copyrighted images exclusively for the creation and production of your order(s).

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Please Note: For reasons of economy, lower-grade inks and paper are used in the production of this material, therefore, the image quality within this brochure is not intended to represent the products we produce.

# *Richard C O Lovesey*

## *Fine Art & Print*

### Limited Editions

#### What they are and points to consider

A Limited Edition (LE) is a run of prints which is restricted to a pre-determined quantity. The idea behind offering prints as a Limited Edition is to make them more exclusive and therefore increase their market value by restricting the number of copies available. Their value can even increase over time, particularly where demand outstrips supply.

The Fine Art Trade Guild print standard recommends that Editions are kept below 850, however, deciding on the size of your Edition should be a practical decision based on how many copies you realistically expect to be able to sell, always bearing in mind that the lower the number the more desirable the prints are likely to be.

Limited edition prints are generally signed and numbered, e.g. 15/25, by the artist along with a written assurance that no further copies or alternative formats (such as greeting cards or any other products) will be produced. There is no legal obligation to follow this rule, but it could be considered unethical and you run a high risk of damaging your reputation as an artist and drastically devaluing your LE prints by having the image available in any other form. Remember, your potential customers are only prepared to pay for a Limited Edition print because it is by its' very definition, limited.

To further guarantee the integrity of your Limited Edition, production image files will be destroyed once the final print has been produced.

Each print within a Limited Edition should be accompanied by a **Certificate of Authenticity** bearing the same number. Having Certificates of Authenticity helps you to effectively market your Edition and ensures the buyer, (and future buyers) that they can verify the authenticity of their print.

Each Certificate should include, but is not restricted to, the following information;

Title of image;

Number of prints in the edition;

Their size(s) and media variations, if applicable;

Equipment, inks and substrate(s) used;

Assurance that the image is unique to that Limited Edition;

Artist signature (and contact details, if desired).

When you request us to print an image as a Limited Edition, we will draft a Certificate of Authenticity for your approval. To maintain the integrity of an edition, each print produced will be supplied complete with a printed and embossed Certificate of Authenticity bearing the appropriate number, stating all the required information.

**As an ethical and professional printmaker, we will not be able to confirm an edition as limited unless we have provided dedicated certificates from the outset.**

*Can I change the number of prints produced later?*

No. The edition size must be determined at the outset and stuck to.

*Can I change the size of prints or substrate used later?*

The thing to remember here is to make your intentions clear from the outset. There is nothing to stop you from having different sizes of print within an edition provided the total number of prints does not exceed the edition size, but this variation must be clearly explained on **all** Certificates. It is also acceptable for prints to be produced on more than one media but again this must be clearly stated on all Certificates.

*Do I have to have the entire edition printed in one go?*

No. One of the benefits of Giclée printing is that we can print on demand, so you do not have to order the entire Edition or a minimum quantity like with more traditional printing methods. You can order prints one at a time as you sell them! With Limited Editions, we will keep a record of the prints we have previously produced and issue the appropriately numbered certificate with each print you request.

*Can I have a proof copy for my portfolio?*

You can request an artist's Proof which will be supplied stamped to render it unsaleable (normal colour proof charge applies). We may also retain stamped 'Printer Proofs' or 'masters' which are used for comparison when printing to ensure consistent output.



Digital print quality you can trust

**What about the size of a print edition?**

The ArtSure scheme focuses on the quality of inks and papers. However, participating image makers are all Fine Art Trade Guild members and are bound by the Guild's code of ethics.

Where a limited edition is being published, the Guild recommends that the edition size is kept below 850, including artists' proofs, worldwide. Use of the image in any other form must be declared.



No further editions of a print should be published featuring all or part of an existing limited edition image. The Certificate of Authenticity and the ArtSure registration certificate must declare any other uses of the image.

If a print is produced as an open edition, and the inks and paper used meet ArtSure standards, then the publisher, if an ArtSure participant, can say so. Open edition prints might not be registered on the database.



'NY 34ST' Colin Ruffell



Digital print quality you can trust

**Will ArtSure registration mean that a print is more valuable?**

*"The greatest value in a piece of art is the pleasure it gives you"*

No registration can make a print more valuable. However, ArtSure registration gives you, and any future owner, assurance that the print has been produced with proven quality inks and paper. It also shows provenance.

**What should I do if I have a problem with a print from an edition which is registered on the ArtSure database?**

First step is to go back to your retailer, explain the matter and try to resolve it amicably. If the problem persists, please get in contact with the Fine Art Trade Guild and they will take up the matter on your behalf.



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[www.fineart.co.uk](http://www.fineart.co.uk)



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Digital print quality you can trust



'Little Cuties' Denise Di Battista



'Inside' Robert Pollock



[www.fineart.co.uk](http://www.fineart.co.uk)

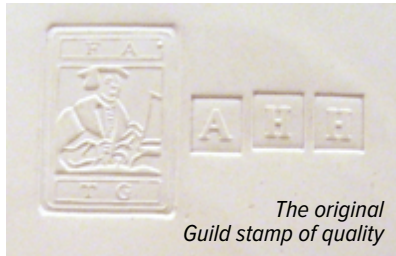


# ArtSure™

Digital print quality you can trust

## The independent quality assurance scheme for digital prints

The Fine Art Trade Guild has been the leading print registration authority since it was founded in 1847 as the Printsellers Association, with the name changing in 1910. Registered prints were marked with the Guild's embossed stamp and number code, and have been highly valued by generations of print collectors. ArtSure is the modern face of this great tradition and we are confident that collectors of prints will come to rely on the ArtSure scheme in the same way.



*The original Guild stamp of quality*

Since digital inkjet printing has become widespread, it is now easier for people with little understanding of print quality, longevity issues and colour values to produce what look like fine art prints. However, poor quality prints may not stand the test of time.

## Browse the ArtSure print editions database for free

Print buyers should look for the ArtSure logo and the print edition registration number. This may be on the print, Certificate of Authenticity or on promotional materials. The ArtSure logo on a member's website confirms their participation in the scheme.

Everyone is encouraged to browse the freely searchable ArtSure database on the Guild website to check the quality and provenance of any registered print edition they are considering. They should also be able to view a thumbnail of the image.

A copy of the ArtSure print edition registration certificate can be downloaded at no cost.

## ArtSure gives you reassurance of print quality plus traceability

Normally, when a sheet of paper is taken from a pack or from a roll and an image printed on it, all identification of the paper and of the inks is left behind.

A buyer of the print has to rely on the information that is given to them by the retailer.

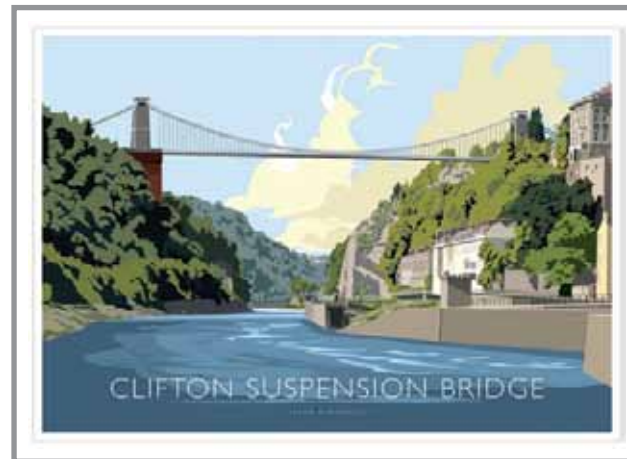
Buyers choosing a digital fine art print from an ArtSure participant and from an edition registered on the ArtSure database can be confident of the quality of the inks and papers used in its production.

## Only Guild members can participate in the ArtSure scheme.

Each Guild member has pledged to abide by the Guild's code of ethics. This means that buyers can be confident of the ArtSure scheme's integrity at every stage.

Each participating Guild member has a participant's number. Each print edition has an ArtSure registration number related to it. This might be on the edge of the print, on the Certificate of Authenticity, on a label, on a leaflet or on the participant's website.

Searching the database at [www.fineart.co.uk](http://www.fineart.co.uk) is very easy. Go to the website home page and clicking on the ArtSure icon takes you to the ArtSure section home page.



*'Clifton Suspension Bridge' Peter McDermott*



*'Red Tea' John Withey*

## What quality standards do ArtSure inks and papers have to meet?

The Guild's print quality standards are tried and tested, having been established for many years. Those standards remain exactly the same for digital prints within the ArtSure scheme.

Inks must score 6 or more on the Blue Wool Scale, or its equivalent, under empirical test conditions. Papers must have a pH reading between 7 and 9 and with a minimum weight of 250gsm.

## Does ArtSure offer a guarantee against the print fading?

No. No one can offer such a guarantee, as the conditions for display or storage of any print can vary so much. ArtSure retailer participants will offer expert advice on how to minimise the risk of fading.

This includes quality framing, the use of speciality glass in the frame, hanging away from sunlight, suitable lighting, levels of humidity and more.

*Thanks to these artists for the use of their artwork:*

- Denise Di Battista [www.artofwales.com](http://www.artofwales.com)
- Peter McDermott [www.yourdoricmor.com](http://www.yourdoricmor.com)
- Robert Pollock [www.robertpollock.net](http://www.robertpollock.net)
- Colin Ruffell [www.colinruffell.com](http://www.colinruffell.com)
- John Withey [www.illumino.co.uk](http://www.illumino.co.uk)