

ProLab KODAK PROFESSIONAL
Experience the difference. ENDURA Photographic Media and Display Materials
APPLICATIONS GUIDE

▶ Amazing output that lasts.



Kodak Professional
Imaging Solutions



YOU'VE GOT OUTPUT NEEDS. WE'VE GOT HIGH-QUALITY SOLUTIONS.

When it comes to finding the right photographic media, laminates, and adhesives for your output projects, Kodak has the solution. From portraits to rigid commercial displays, you'll get amazingly realistic images in a durable continuous-tone photographic output. Just what your customers expect—and more.

Plus, with our KODAK PROFESSIONAL Media Applications Guide, it's easy to find the product you need for the application at hand. Just select your specific application—portrait or commercial—and we'll guide you to the recommended KODAK PROFESSIONAL ENDURA Media or Display Material, as well as the best finishing solution for your project.

As always, because it's from Kodak, you and your customers know quality, dependability, and exceptional performance won't be an issue. As a matter of fact, KODAK PROFESSIONAL ENDURA Materials outperform typical requirements for a wide range of portrait and commercial applications—optical or digital. And, they're matched and tested for compatibility by Kodak.

Call your Kodak account executive for the ENDURA Photographic Media you need or see our complete offerings of output media at www.kodak.com/go/endura.

U.S.

Kodak Information Center
(800) 242-2424, ext.19 or
www.kodak.com/go/professional

OUTSIDE U.S.

Please contact your
supplier of KODAK
PROFESSIONAL Products.



Amazing
output that lasts.

FEATURES AND BENEFITS

State-of-the-art print-life longevity*

- 100 years in typical home display
- 200 years in dark storage
- 1–5 years for commercial display

Enhanced color gamut

- Softer, smoother flesh-tone reproduction
- Greater detail from highlights to shadows
- Brighter blues, cyans, purples, and reds
- Improved, richer, brighter color saturation
- More intense blacks

Optimized for optical or digital printing devices

- Single-paper workflow efficiency
- Consistent results and easier print-matching
- Simplified inventory control

Improved lab workflow and productivity


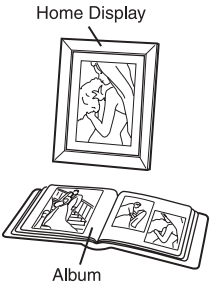
- Less sensitivity to process variations
- Cleaner-running performance
- Reduced developer replenishment rates
- Minimal changeovers and easy calibration

* 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.


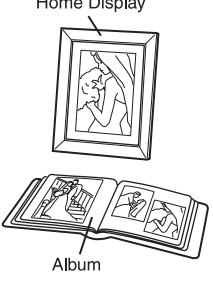
PORTRAIT/SOCIAL APPLICATIONS

► Whether you print digitally or optically, ENDURA Papers deliver quality results today... and for generations to come.


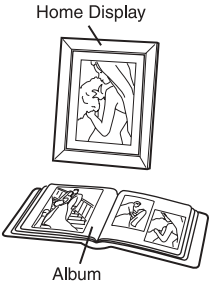
WEDDING / STUDIO & LOCATION

	KODAK PROFESSIONAL Photographic Paper	Feature	Performance	Schematic
	SUPRA ENDURA	Optical/Digital Compatible & Print Matching	Yes	
	PORTRA ENDURA	Typical Requirements	Keepsake photos 1-2 generations	
		Expected Image Life*	100 years light display 200 years dark storage	

PORTRAIT / SCHOOL / CANDIDS

	KODAK PROFESSIONAL Photographic Paper	Feature	Performance	Schematic
	SUPRA ENDURA	Optical/Digital Compatible & Print Matching	Yes	
	PORTRA ENDURA	Typical Requirements	Keepsake photos 1-2 generations	
		Expected Image Life*	100 years light display 200 years dark storage	

SPORTS / SPECIAL EVENTS / YOUTH / WEDDING MEMENTOS


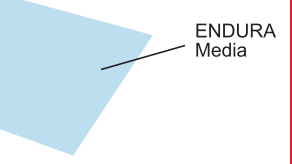
	KODAK PROFESSIONAL Photographic Paper	Feature	Performance	Schematic
	ENDURA Metallic	Optical/Digital Compatible & Print Matching	Yes	
		Typical Requirements	Months to 1-2 generations	
		Expected Image Life*	100 years light display 200 years dark storage	

*Testing as defined by ANSI/ISO standard, with illustrative endpoint criteria of 30% dye fade.


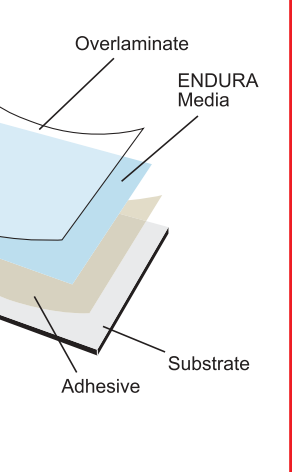
COMMERCIAL APPLICATIONS

► With long-lasting performance and richer, brighter color saturation this extensive portfolio of photographic media can satisfy virtually any of your commercial imaging needs.


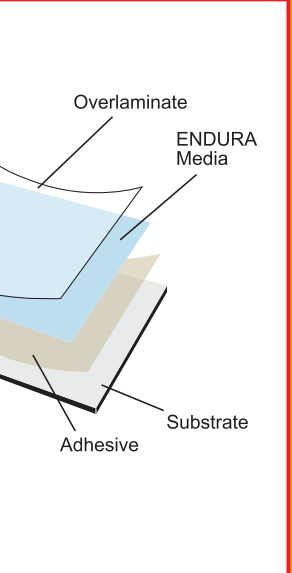
COMMERCIAL PRINT RUNS / PRESS KITS / PHOTO DECOR - UNLAMINATED

	KODAK PROFESSIONAL Photographic Paper	Feature	Performance	Schematic
ULTRA ENDURA ENDURA Metallic SUPRA ENDURA	Optical/Digital Compatible & Print Matching	Yes		
Typical Requirements	Months - a generation			
Expected Image Life*	100 years light display			

WALL DISPLAY / PHOTO DECOR - LAMINATED

	KODAK PROFESSIONAL Photographic Paper	Feature	Performance	Schematic
ULTRA ENDURA ENDURA Metallic SUPRA ENDURA	Optical/Digital Compatible & Print Matching	Yes		
Overlamine †FLEXmark® 41138K (vinyl) Gloss †FLEXmark® 41218K (polyester) Gloss †FLEXmark® 44138K (vinyl) Luster †FLEXmark® 43138K (vinyl) Matte	Compatible			
Adhesive †FLEXmount® 5123711K (D/F Polyester)	Compatible			
Typical Requirements	3 months–1 year For indoor displays			
Expected Image Life*	1–5 years (high to moderate intensity illumination)††			

RIGID DISPLAY (INDOOR)

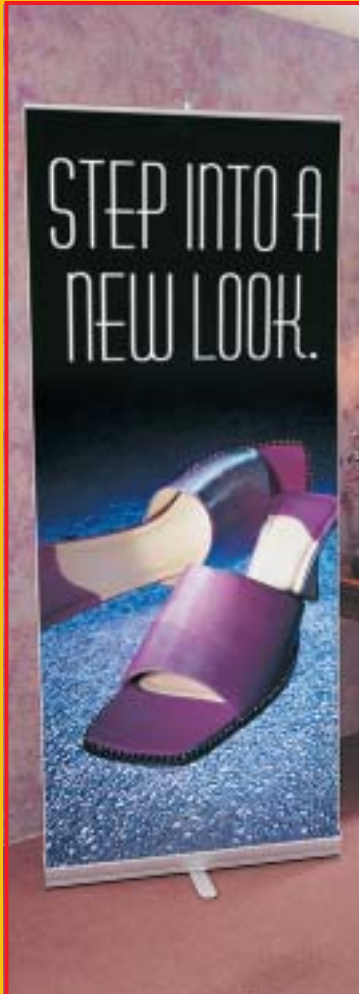
	KODAK PROFESSIONAL Photographic Paper	Feature	Performance	Schematic
ULTRA ENDURA ENDURA Metallic	Optical/Digital Compatible & Print Matching	Yes		
Overlamine †FLEXmark® 41138K (vinyl) Gloss †FLEXmark® 41218K (polyester) Gloss †FLEXmark® 44138K (vinyl) Luster †FLEXmark® 43138K (vinyl) Matte	Compatible			
Adhesive †FLEXmount® 5123711K (D/F Polyester)	Compatible			
Substrate	Paper and plastic-faced foam boards, rigid PVC, card stock			
Typical Requirements	3 months–1 year for indoor displays			
Expected Image Life*	1–5 years (high to moderate intensity illumination)††			

FLEXIBLE DISPLAY (INDOOR)



KODAK PROFESSIONAL Photographic Paper	Feature	Performance	Schematic
ULTRA ENDURA ENDURA Metallic	Optical/Digital Compatible & Print Matching	Yes	
	Overlamine †FLEXmark® 41138K (vinyl) Gloss †FLEXmark® 44138K (vinyl) Luster †FLEXmark® 43138K (vinyl) Matte	Compatible	
	Backing Material	Generic pliable backer	
	Typical Requirements	1 month to 1 year	
	Expected Image Life*	1–5 years (high to moderate intensity illumination)††	

POP-UP AND PANEL EXHIBIT (INDOOR)



KODAK PROFESSIONAL Display Material	Feature	Performance	Schematic
Pop-up Systems			
ENDURA Day/Night	Optical/Digital Compatible & Print Matching	Yes	
	Overlamine †FLEXmark® 44138K (vinyl) Luster †FLEXmark® 43138K (vinyl) Matte	Compatible	
	Typical Requirements	6–12 months for indoor display	
	Expected Image Life*	1–5 years (high to moderate intensity illumination)††	
Panel Exhibits			
ULTRA ENDURA ENDURA Metallic ENDURA Day/Night	Optical/Digital Compatible & Print Matching	Yes	
	Overlamine †FLEXmark® 41138K (vinyl) Gloss †FLEXmark® 41218K (polyester) Gloss †FLEXmark® 44138K (vinyl) Luster †FLEXmark® 43138K (vinyl) Matte	Compatible	
	Backing material for added opacity and stiffness †FLEXmark® 62159K (vinyl)	Compatible	
	Typical Requirements	6–12 months for indoor display	
	Expected Image Life*	1–5 years (high to moderate intensity illumination)††	

*Testing as defined by ANSI/ISO standard, with illustrative endpoint criteria of 30% dye fade.


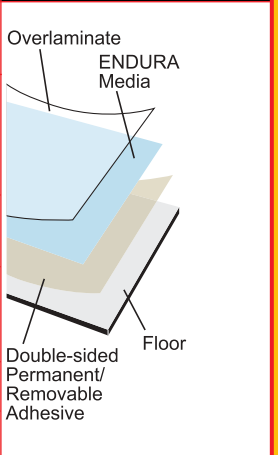
†Or comparable alternative

†† Moderate intensity illumination (in-store fluorescent lighting) – 5 years; high-intensity illumination – 1 year


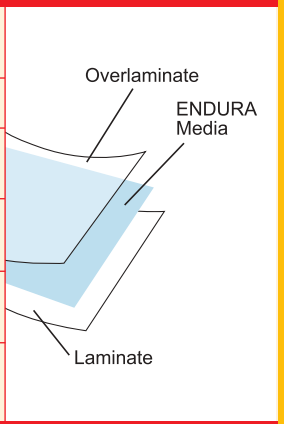
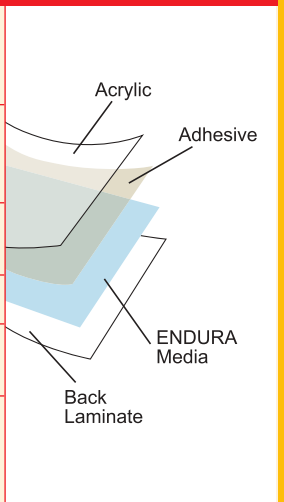
COMMERCIAL APPLICATIONS

► With long-lasting performance and richer, brighter color saturation this extensive portfolio of photographic media can satisfy virtually any of your commercial imaging needs.

FLOOR GRAPHICS (INDOOR)

	KODAK PROFESSIONAL Display Material	Feature	Performance	Schematic
ULTRA ENDURA	Optical/Digital Compatible & Print Matching	Yes		
	Overlamine** †FLEXmark® 45118K (vinyl) Embossed †FLEXmark® 46115K (vinyl) Embossed †FLEXmark® 41138K (vinyl) Gloss	Compatible		
	Adhesive †FLEXmount® 521164K (D/F vinyl)	Compatible		
	Floor Surface	Waxed commercial PVC tile, certain ceramic tiles, and sealed concrete		
	Typical Requirements	3 months–1 year		
	Expected Image Life*	1–3 years		

BACKLIT (INDOOR)

	KODAK PROFESSIONAL Display Material	Feature	Performance	Schematic
Drop In				
ENDURA Transparency ENDURA Clear ENDURA Day/Night	Optical/Digital Compatible	Yes, as specified by product		
	Print Matching	Yes		
	Overlamine †FLEXmark® 41138K (vinyl) Gloss	Compatible		
	Back Laminate †FLEXmark® 41138K (vinyl) Gloss	Compatible		
	Typical Requirements	3 months–1 year for indoor display		
	Expected Image Life*	1–5 years (high to moderate illumination)††		
Face Mounted				
ENDURA Transparency ENDURA Clear ENDURA Day/Night	Optical/Digital Compatible & Print Matching	Yes, as specified by product		
	Adhesive †FLEXmount® 5123711K (D/F Polyester)	Compatible		
	Back Laminate †FLEXmark® 41138K (vinyl) Gloss	Compatible		
	Acrylic	Extruded Acrylic		
	Typical Requirements	3 months–1 year for indoor display		
	Expected Image Life*	1–5 years (high to moderate illumination)††		

*Testing as defined by ANSI/ISO standard, with illustrative endpoint criteria of 30% dye fade.

**Note: On floor graphics leave overlamine > 1/4" border

† Or comparable alternative

†† Moderate intensity illumination (in-store fluorescent lighting) – 5 years; high-intensity illumination – 1 year

KODAK PROFESSIONAL ENDURA Photographic Media and Display Materials

► Your trusted photographic source for high-performance imaging solutions.

Applications	Media	Features	Contrast	Surfaces	Sizes
Portrait/Social Fine Art Commercial Prints	PORTRA ENDURA	Natural flesh tones, moderate color saturation for pleasing portraits	Low	E – fine lustre F – glossy N – smooth lustre Y – silk (available in some regions)	Sheets: 20.3 x 25.4 cm to 76.2 x 101.6 cm (8 x 10 in. to 30 x 40 in.) Rolls: 7 cm x 176 m to 106.7 cm x 50 m (2.7 in. x 577 ft to 42 in. x 164 ft)
	SUPRA ENDURA	Accurate flesh tones and more saturated colors for larger-than-life results	Moderate	E – fine lustre F – glossy N – smooth lustre	Sheets: 12.7 x 17.8 cm to 76.2 x 101.6 cm (5 x 7 in. to 30 x 40 in.) Rolls: 7 cm x 176 m to 106.7 cm x 50 m (2.7 in. x 577 ft to 42 in. x 164 ft)
	ENDURA Metallic	Unique metallic/pearlescent appearance Extreme sharpness, brightness, and color saturation	High	F – glossy	Sheets: 20.3 x 25.4 cm to 50.8 x 61 cm (8 x 10 in. to 20 x 24 in.) Rolls: 10.2 cm x 176 m to 127 cm x 50 m (4 in. x 577 ft to 50 in. x 164 ft)
Commercial Display	ULTRA ENDURA	Blacker blacks and whiter whites, bold colors	High	E – fine lustre F – glossy N – smooth lustre	Sheets: 20.3 x 25.4 cm to 76.2 x 101.6 cm (8 x 10 in. to 30 x 40 in.) Rolls: 10.2 cm x 176 m to 182.9 cm x 30 m (4 in. x 577 ft to 72 in. x 100 ft)
	ENDURA Transparency	Translucent-base material for use on illuminators without built-in diffusers	High	F – glossy	Sheets: 20.3 x 25.4 cm to 27.9 x 35.6 cm Rolls: 50.8 cm x 50 m to 127 cm x 40 m (20 in. x 164 ft to 50 in. x 13 ft)
	ENDURA Clear	Clear-base material for use on illuminators with built-in diffusers	High	F – glossy	Sheets: 24.1 x 25.4 cm to 50.8 x 61.0 cm Rolls: 50.8 cm x 50 m to 182.9 cm x 40 m (20 in. x 164 ft to 72 in. x 131 ft)
	ENDURA Day/Night	Translucent material for transmissive and reflected illumination without backlights	High	F – glossy	Rolls: 76.2 cm x 50 m to 127 cm x 40 m (30 in. x 164 ft to 50 in. x 131 ft)

► KODAK ASSURED PERFORMANCE

You know Kodak for its high-quality, high-performance products, services and solutions. You've also come to expect that Kodak will set industry standards for performance. Tested for compatibility, the applications and products specified in this guide will deliver exceptional performance. Call your Kodak account executive to get everything you need to make each job one you can stand behind with confidence and pride. To see the complete family of output media, visit us at www.kodak.com/go/endura.

FLEXcon SPECIALTY OVERLAMINATES AND MOUNTING ADHESIVES
A FULL RANGE OF COMPATIBLE FINISHING MATERIALS

Product	Features
Overlaminates	
FLEXmark® 41138K	<ul style="list-style-type: none"> • 4 mil hard clear vinyl overlaminate with UV-absorbing/resistant permanent acrylic adhesive-Gloss Finish • Protects from scratches and abrasion • Enhances and brightens image
FLEXmark® 41218K	<ul style="list-style-type: none"> • 1 mil clear UV-blocking polyester overlaminate with permanent acrylic adhesive-Gloss Finish • Protects from scratches/abrasion and UV rays
FLEXmark® 44138K	<ul style="list-style-type: none"> • 4 mil frosty clear flexible vinyl overlaminate with UV-absorbing/resistant permanent acrylic adhesive-Luster Finish • Protects from scratches/abrasion and UV rays • Reduces glare
FLEXmark® 43138K	<ul style="list-style-type: none"> • 4 mil flexible clear matte vinyl overlaminate with UV absorbing/resistant permanent acrylic adhesive - Matte Finish • Protects from scratches/abrasion and UV Rays
FLEXmark® 45118K	<ul style="list-style-type: none"> • 6.5 mil rigid clear velvet embossed vinyl overlaminate with acrylic adhesive • Textured surface for desired aesthetics • Floor graphic overlaminate exceeds industry safety standards for non-slip surfaces (ASTM D 2047)
FLEXmark® 46115K	<ul style="list-style-type: none"> • 6 mil flexible clear safari embossed vinyl overlaminate with acrylic adhesive • Textured surface for desired aesthetics • Floor graphic overlaminate exceeds industry safety standards for non-slip surfaces (ASTM D 2047)
Adhesives	
FLEXmount® 5123711K	<ul style="list-style-type: none"> • 1 mil optically clear double-faced polyester • Permanent acrylic adhesive and smooth clear polyester liner both sides • Offers UV-absorbing/resistant characteristics
FLEXmount® 521164K	<ul style="list-style-type: none"> • 4 mil double-faced white opaque vinyl with permanent/removable adhesive • Offers improved opacity • Removes cleanly from floor surface
Backing Material	
FLEXmark® 62159K	<ul style="list-style-type: none"> • 10 mil hard white vinyl with permanent acrylic adhesive • Provides enhanced rigidity and improved opacity

► **Locator Information**

For a list of labs that stock KODAK PROFESSIONAL ENDURA Media and use KODAK PROFESSIONAL Modular Digital Workflow Products, contact Kodak.

U.S.

Kodak Information Center
 (800) 242-2424, ext.19 or
www.kodak.com/go/professional

OUTSIDE U.S.

Please contact your supplier of KODAK PROFESSIONAL Products.

► **Ordering information**

For information on where to buy these products, contact your Kodak Professional representative.

To place orders for overlaminates and mounting adhesives, contact FLEXcon at (508) 885-8370 (Phone) or (508) 885-8405 (FAX)

Note: Sizes and catalog numbers will vary by country.

► **Technical Information**

- For information on specialty overlaminates and mounting adhesives, contact FLEXcon at (508) 885-8370
- For information on defining print life, see KODAK PROFESSIONAL ENDURA Papers (The Critical Balance of Light and Thermal Stability), at www.kodak.com/go/endura
- For up-to-date printer calibration routines for ENDURA Media, go to www.kodak.com/go/drivers

Note: The materials described in this publication are for use with KODAK PROFESSIONAL ENDURA Media and Display Materials. You can use other materials, but you may not obtain similar results.

Ken Buschner, 2003
 Parfum Paris Floor Graphic, Dogs Looking at Steak Poster, People Looking at Spring Sale Poster
 Purple Shoes, KSC Studio, 2003
 Boy with Soccer Ball, KSC Studio, 2002
 Jewelry Model, Ken Browar, 2002
 Butterfly, Don Mammoser
 Indoor Display, John Myers, 2002

