

## WHAT'S YOUR ART?



**KODAK PROFESSIONAL ENDURA  
Papers and Display Materials will  
provide photographic-quality outputs  
that last and last.**

For every photographic art, there is a paper that will help your images last and last. ENDURA Papers and Display Materials are engineered to last in the real world. Read on to find out how these papers can endure and why you should ask your Pro Lab to print all your work on ENDURA Media.

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**KODAK PROFESSIONAL  
ENDURA Media**

Amazing output that lasts.

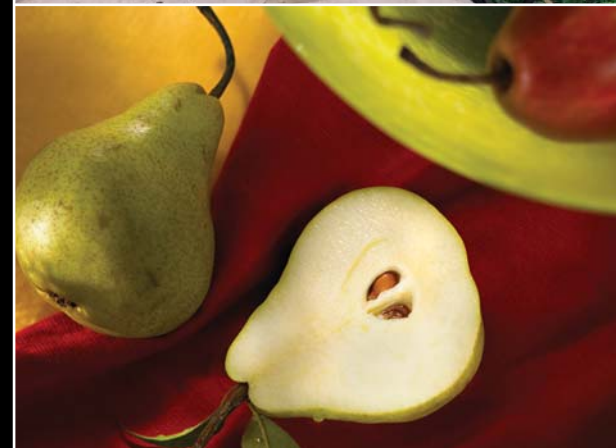
ENDURA Media is available from a Premium Pro Lab. To find one near you, visit the Pro Lab Locator at [www.kodak.com/go/prolablocator](http://www.kodak.com/go/prolablocator)



portrait/wedding



commercial



fine art



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## PORTRAIT/WEDDING PHOTOGRAPHER

Your art is capturing some of life's greatest moments. Stopping time and putting it on paper. Your images will be a source of joy and remembrance for generations to come. But only if they're printed on a paper that will stand up over time. One that keeps colors vivid without excessive dulling or yellowing, even when displayed in an office or home, or stored in a photo album.

## FINE ART PHOTOGRAPHER

Your art is capturing the beauty in life so others can enjoy it. Your images touch fine art gallery owners and buyers because of the unique way you see the world around you. The photographs you capture are an investment. They are hung in galleries and displayed in homes. They are expected to last. Their value is in their ability to remain beautiful, rich and engaging.

## COMMERCIAL DISPLAY PRODUCER

Your art is to make a photographer's image commercially impactful in indoor or outdoor environments. Despite harsh lighting and harsh weather, this art has to endure. And it's expected to last, sometimes for years.

**Open to see how ENDURA Media can help your art endure more than 100 years in typical home display or more than 200 years in dark storage—or up to five years for commercial applications.\***

\* 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.

## NEW TESTING REVEALS A BETTER MEDIA—ENDURA.

Years of intensive research, technology development, and customer testing led Kodak to create the line of KODAK PROFESSIONAL ENDURA color negative papers and display materials.

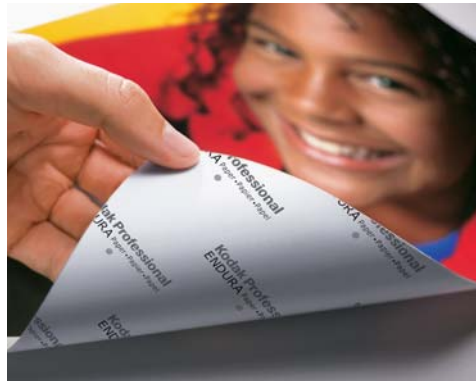
Now, new testing clearly shows that Kodak's current claims for ENDURA Media are actually conservative. These tests show that photos can last for more than 200 years in typical dark storage environments and more than 100 years in typical home or museum settings. And for commercial display projects, you can expect your images to last for up to five years, depending on the kind of display setting.\*

That's a print life that, until now, has been unheard of. So how can ENDURA Papers and Display Materials last this long? Because, they are revolutionary in their design. No one else makes a line of photographic papers quite like this one.



## WHAT'S THE DIFFERENCE WITH KODAK PROFESSIONAL ENDURA PAPERS?

Made with advanced dye technology, ENDURA Media represent a major leap forward in image stability and print life without sacrificing image quality, while also enhancing ease of use in the lab. It's this combination of benefits that makes ENDURA Papers unique. And what you can depend on to keep your photographic images looking vivid and beautiful. It's true photographic quality that alternative output technologies can't match.



## CHOOSE A PREMIUM PRO LAB FOR OUTSTANDING QUALITY.

ENDURA Media is available from premium Pro Labs. They have the experience and in-depth knowledge to bring out the best in every image. And they're dedicated to serving the needs of professionals like you.

Pro Labs offer so many advantages:





- **Better understanding of your business**
- **Specialty services**
- **Professional quality**
- **Digital expertise**
- **Flexibility**
- **Professionalism**
- **Commitment to great service**
- **Long-lasting ENDURA Media**

Premium Pro Labs are committed to outstanding quality through the use of ENDURA Media and KODAK Process Chemicals. They can give your work the added quality that helps distinguish you from others. And their quality is hard to get from a mini-lab or a desktop inkjet printer.

► It's easier than ever to find a Premium Pro Lab near you. Look for the Premium Member logo or visit the Pro Lab Locator at: [www.kodak.com/go/prolablocator](http://www.kodak.com/go/prolablocator)

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	PRODUCT	DESCRIPTION	APPLICATIONS
	PORTRA ENDURA Paper	This lower-contrast paper produces natural flesh tones and moderate color saturation for pleasing portraits.	<ul style="list-style-type: none"> <li>• Wedding photography</li> <li>• Studio and school portraits</li> <li>• Location portraiture</li> </ul>
	SUPRA ENDURA Paper	A moderate-contrast paper that offers natural flesh tones and slightly more saturated colors for striking portraits.	<ul style="list-style-type: none"> <li>• Portraits</li> <li>• Candid</li> <li>• Event photography</li> <li>• Fine art photography</li> <li>• Commercial applications</li> </ul>
	ENDURA Metallic Paper	Unique metallic/pearlescent appearance and smooth, glossy finish yields extreme sharpness, brightness and color saturation.	<ul style="list-style-type: none"> <li>• Wedding photography</li> <li>• School portraits</li> <li>• Special-event photography</li> <li>• Fine art applications</li> <li>• Point-of-sale, trade-show displays and retail commercial images</li> </ul>
	ULTRA ENDURA Paper	A high-contrast photographic paper that delivers maximum impact with brighter highlights. It delivers big, bold colors that attract attention.	<ul style="list-style-type: none"> <li>• Point-of-purchase materials</li> <li>• Trade-show materials</li> <li>• Large display prints</li> <li>• Fine art applications</li> </ul>
	ENDURA Transparency Display Materials	A translucent-base color transparency material for use on illuminators without built-in diffusers.	<ul style="list-style-type: none"> <li>• Oversized displays, such as trade shows</li> <li>• Point-of-purchase materials</li> <li>• Indoor transit displays (airports, subways, etc.)</li> </ul>
	ENDURA Clear Display Materials	A clear-base color transparency material for use on illuminators with built-in diffusers.	<ul style="list-style-type: none"> <li>• Oversized displays, such as trade shows</li> <li>• Point-of-purchase materials</li> <li>• Indoor transit displays (airports, subways, etc.)</li> </ul>
	ENDURA Day/Night Display Material	For outstanding displays with stopping power, day and night, indoors or outdoors, with or without backlighting and can be viewed with both transmitted and reflected illumination.	<ul style="list-style-type: none"> <li>• Advertising/point-of-sale</li> <li>• Promotions</li> <li>• Lobbies and office space</li> <li>• Indoor transit displays</li> </ul>