

the pixel

FUJIFILM**Wide Format Inkjet Media**

FOR PROFESSIONAL IMAGING

Tips & Tricks to Make Inkjet Printing Profitable**Volume 3, Issue 5- NOVEMBER 2007****TO ORDER:**

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Tips on Choosing & Using Canvas Media

One of the many advantages to owning a wide format inkjet printer like an Epson/Fujifilm Stylus Pro 7880 is having the ability to print onto a variety of alternative substrates. While RA-4 is relegated to RC papers and polyester films, these printers can handle just about anything, even printing directly onto textiles like canvas.

There are many different canvas products on the market that can be imaged using inkjet printers. You can choose between 100% cotton or cotton blends. We suggest cotton blends because they incorporate synthetic fibers, and cotton blends tend to hold their shape better, even with large swings in humidity. This is especially important when a canvas is stretched.

Another characteristic of canvas to choose from is surface type which usually runs from matte to glossy. This may not be that important if you intend to finish the surface of the canvas with a top coat of some kind. But, the surface also tends to indicate the type of receiver layer being used on the media. Matte surfaced canvas usually uses a cast coating while recently introduced semi-gloss and glossy canvas use nanoporous coatings. Nanoporous coated media, like Fujifilm Vivid canvas, dries instantly to the touch and is water resistant. These types of canvas have become very popular with photo labs as they don't really require any additional surface finishing. Surface finishing can however, provide additional revenue.

There are various materials/methods for finishing the surface; spray lacquers, liquid laminates, polyurethanes, etc. We suggest water-based acrylics because they're easy to work with and don't require elaborate venting systems. In addition, water-based acrylics can also be used to embellish the canvas to make it look more like a hand painted piece of art. Products, like Liquitex and Fredrix Acrylic Texturing Gel, can be found in art supply stores and are perfectly suited for this purpose. These products come in various viscosities (thicknesses) and surfaces (glossy, satin, etc.). You can use the same product to create either smooth or textured surfaces simply by diluting down a viscous version with water for smooth surface application. A silicone roller is used to apply the coating for a smooth finishing

It is suggested that at least two smooth coats be used as a base for embellishment. Additional coatings of the more viscose variety can then be applied using a brush to extenuate things like hair or clothing (sort of like using clear paint). You can't really ruin the image so have some fun with it.

So, how should you present your customer their canvas? You could just roll the print up, but you may be leaving money on the table. Stretching or cold mounting can again add to your receipts. It will, of course, depend on the customer's requirements. Stretching is a bit of an art and many of you may not have mounting capabilities. A local framer will no doubt offer you a business discount for the service.

One final suggestion, do not offer museum wrapped inkjet canvas. This stretching process provides image on the front as well as along the sides. Inkjet canvas isn't really designed to be bent in half. Museum wrapped inkjet canvas will usually exhibit a white line along tucked corners. This is caused by the inked receiver layer cracking and exposing the base canvas. It is suggested you make your images actual size and provide additional un-imaged canvas for stretching or matting.

When Should I Change My Cutting Blade?

The cutting blade used in Epson/Fujifilm printers is basically a specially shaped razor blade designed to cut RC photo papers like FUJIFILM Photo Paper Satin 270. The cutter is like any other razor blade, it gets dull over time. This is usually first seen as a softer edge cut on RC papers and is caused by the paper in between the polyethylene layers being torn instead of cleanly cut. If you start seeing this, it's probably a good idea to change your cutting blade.

NEW Inkjet Consumables Catalog

Need the latest version of the Fujifilm Hunt Chemicals inkjet consumables catalog, just drop us an e-mail at info@fujihuntusa.com.