

# O'Brien Photo Enterprises

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## Platinum/Palladium printing service: Description and price list.

Palladium and Platinum printing techniques have the longest life of any photo printing medium. It is one of the older photo processes dating back to 1873. It was 1873 before the first patent for a platinotype process was granted. It is said that the metal that comprises the print will outlast the paper it is printed on. The other endearing quality is the beautiful tonal scale, especially in the highlights. I choose to use the Palladium NA<sup>2</sup> printing process because of its warm tone.

Due to the unavailability of pre-coated sensitized paper, all platinum/palladium printing is done on paper coated by the printer. The light sensitive chemicals are mixed from powdered basic chemicals, or some commercially available solutions, then hand applied with a brush or a cylindrical "pusher". Because of the non-uniformity of the coating and mixing phases of the process, no two prints are exactly the same, adding additional "cachet" to a platinum or palladium print.

Papers: We currently use Hahnemuhle Platinum Rag. This is a smooth base matte surface which works extremely well with the Palladium NA<sup>2</sup> printing process. We achieve noticeably deeper blacks than other papers we have used.

### Current Price List:

Platinum/Palladium prints are contact prints from an original negative or from an internegative that is made on the computer. Digital camera files require the internegative. An original film negative does not require it, but will only yield a print the size of the original film. If you are shooting 4x5 or larger film, a contact that size can be quite attractive. However film can be scanned for \$20.00 and a digital internegative produced at the size you want the image printed.

Size	Scanning plus Digital Internegative*	Print Price - no Internegative	Print price with scanning and internegative
8x12 or smaller	\$50.00 (includes Computer workup)	\$175	\$225
Up to 12x18	\$80.00 (includes Computer workup)	\$300	\$380

\*Subtract \$20 if scans are not required (digital camera originals)