DYE TRANSFER PRINTS

The Premiere Choice

HAND-CRAFTED WITH CARE
FOR UNPARALLELED QUALITY,
VERSATILITY, & PERMANENCE

DYE TRANSFER PRINTS

© David LaClaire, 1987

Discriminating individuals choose dye transfer over other photographic print processes to obtain incredible depth of color and brilliant, long-lasting quality for special portraits.

First introduced by Eastman Kodak Company in 1946, the dye transfer process has a longstanding history of excellence that stems from both high-quality materials, and people skilled in their use. Unlike conventional color printing methods, dye transfer offers unique possibilities for unexcelled photographic quality since color balance and contrast can be controlled in every one of the process's many steps.

THE DYE TRANSFER process produces what many believe is the *ultimate* in photographic prints. Simply speaking, it is the *preferred process.* It's preferred by discriminating individuals who want color prints with incredible depth of color; brilliant, long-lasting quality; and an ability to retain both delicately subtle and amazingly rich tones. And it's also preferred by advertising and art professionals whose success may depend on an ability to solve color problems, eliminate objectionable elements, or combine complicated multiple components in a single image.

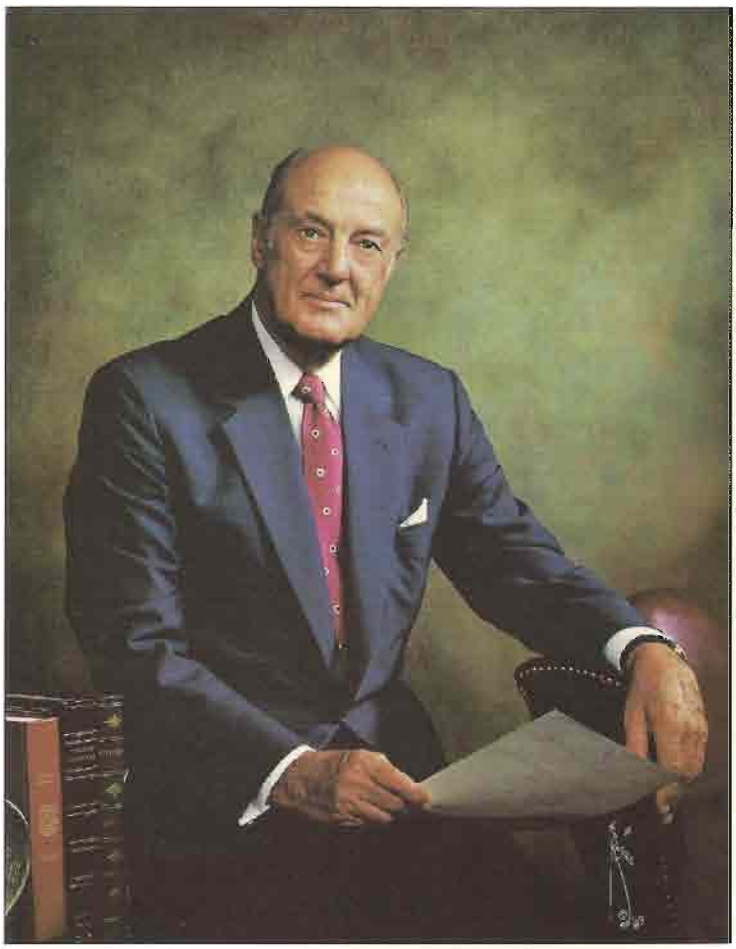
ULTIMATELY, the solutions come from the talented people who use the dye transfer process. But the simple fact is, they *choose* the dye transfer process because they need the flexibility, the beauty, and the retouchability that dye transfer offers.

SOLUTIONS FOR ALL REASONS

© *Luke Powell, 1986*

ABOVE: Outstanding scenic photography such as this deserves to be displayed as a dye transfer print.

RIGHT: When distinguished portraits call for a distinguished presentation, dye transfer prints are the answer.



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DISPLAY PHOTOGRAPHY

If you're a photographer who offers display prints, or a museum or gallery administrator, you value excellence. And whether you need a single print for a special client, or several for a "limited edition," you'll surely appreciate the impeccable quality, unsurpassed elegance, and enviable permanence of dye transfer prints. In addition, dye transfer prints serve as superb reproductions of paintings and watercolors, and are dramatically faithful to the originals. And what's more, when treated with care, dye transfer prints can retain their original brilliance for well over 100 years.

PORTRAIT PHOTOGRAPHY

If you're a person with meticulous taste who wants the very best color portraits possible, then a portrait made with dye transfer materials is definitely for you. It's the *ultimate* in color portraiture, and the best choice for great, natural-looking, lifelike images. Rich in color and elegance, dye transfer prints can bring years of joy to friends and loved ones through this generation and the next.

RIGHT: Fantasy can often become reality through the dye transfer process.

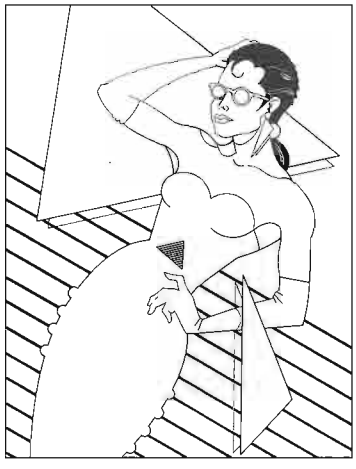
COMMERCIAL PHOTOGRAPHY

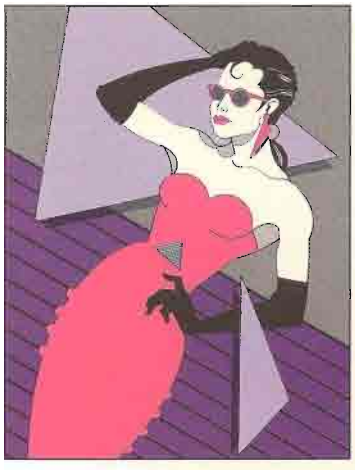
If you're an art director or advertising photographer who's expected to turn challenging concepts into plausible realities, consider the dye transfer process. Compared to computerized means, it is often a superior and more cost-effective way to solve many image problems, correct color selectively, produce highly retouchable prints, please clients, and combine separate images for powerful, attention-getting results. Thanks to the dye transfer process, individual elements from a total of *eight* separate photographs (four are shown at left) were combined for maximum impact in the image below.

PRINTS FROM ORIGINAL ART

If you're a fine artist interested in exploring a boundless artistic print medium, you should definitely experiment with the dye transfer process. Virtually anything you can visualize can be produced as a dye transfer print. You can draw on the matrix material itself. Or, you can use paint, crayons, pencils, man-made objects or natural objects to create your original art, and then transfer the image to the matrix material for printing. Lines, value, color hue, intensity, texture, and shape can be easily altered. And you can make superb, high-quality prints with the same set of matrices many times over. Exact reproductions or striking color variations can be produced every 15 minutes.

RIGHT: Striking color variations such as these are easy to make from the same piece of original art when using the dye transfer process.



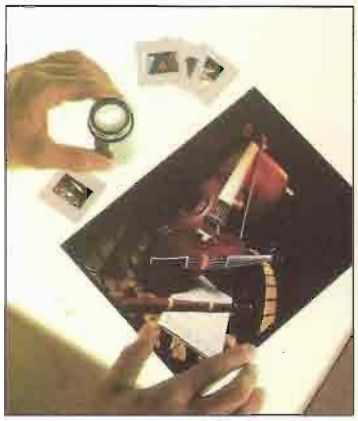


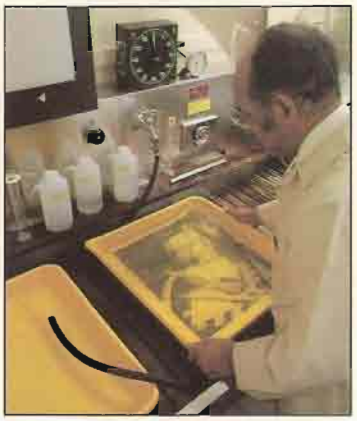
PERFECTION, STEP BY STEP

1.

Transparencies are masked when appropriate.

A procedure called masking is often used when reproducing from color transparencies. Anywhere from three to dozens of separate masks can be used to help achieve a more accurate or desirable color balance.





4.

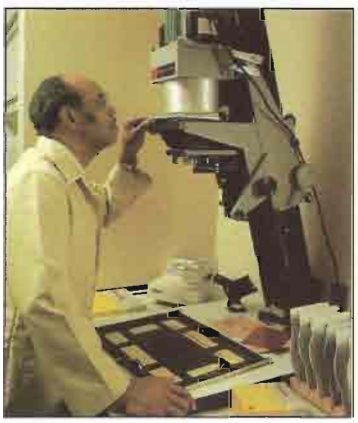
Matrices are processed and dried.

The matrices are developed, fixed, washed in hot water, and dried. The images that remain are gelatin reliefs that vary in thickness with the degree of exposure.

2.

Color-separation negatives are made if necessary.

Three color-separation negatives are made through red, green, and blue filters. (This step is necessary when reproducing from a color transparency, but not when a color negative or internegative is used.)



5.

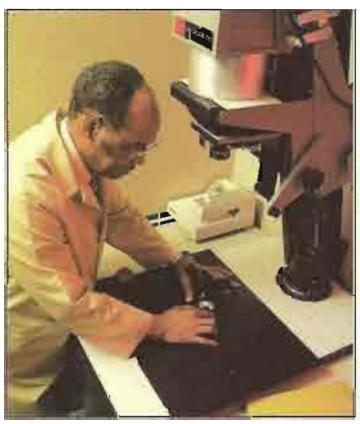
Matrices are soaked in appropriate dyes.

Specific matrices are soaked in cyan, magenta, or yellow dye, with each matrix absorbing dye in proportion to the thickness of the gelatin.

3.

Matrices are exposed for use in the hand-printing process.

Three color matrices that will eventually serve as "color printers" are exposed from the separation negatives, the color negative, or an internegative.

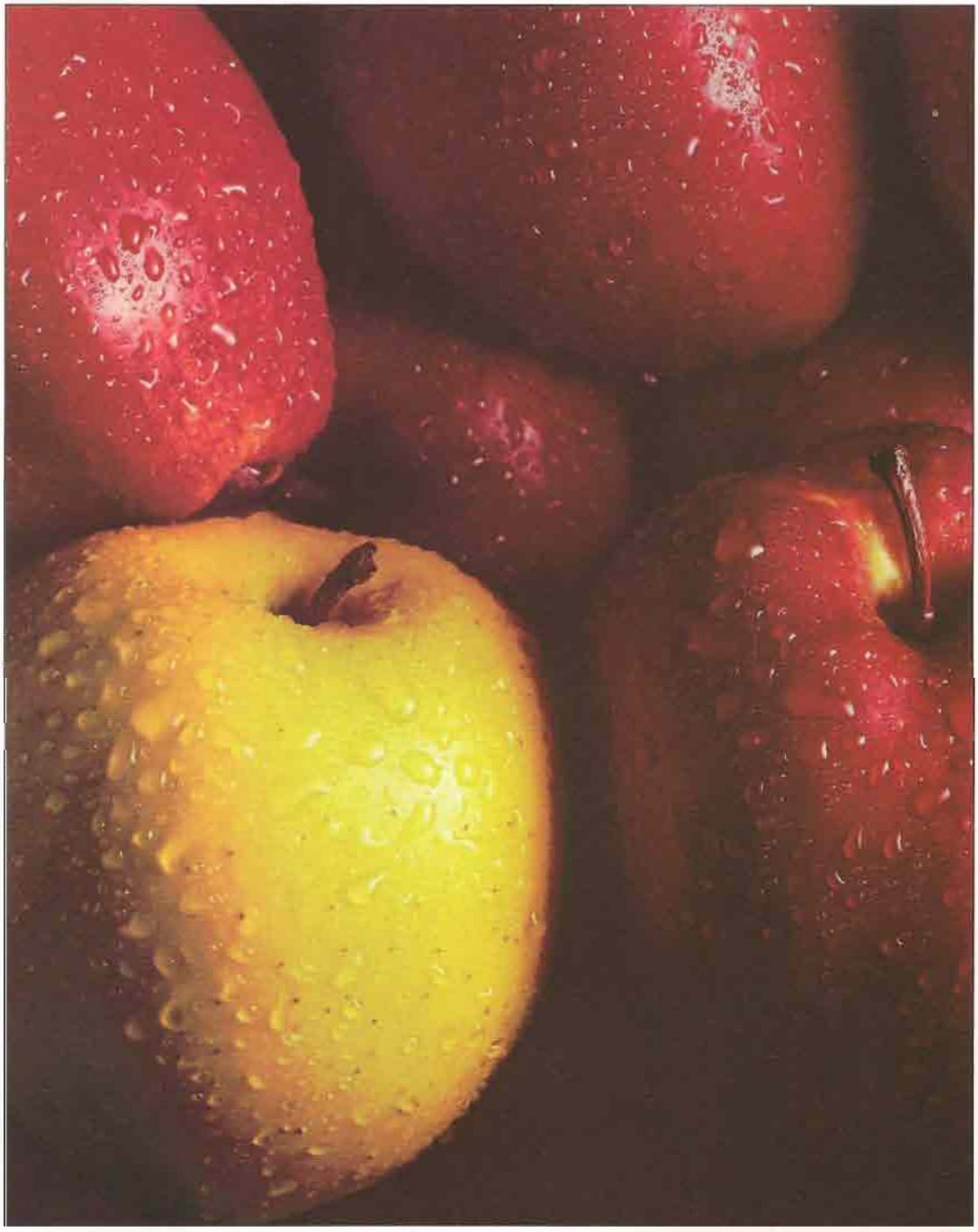


6.

The color print is rolled.

The three dye images are rolled, one at a time, in register, onto a sheet of dye transfer paper. The dye *transfers* (hence the name) from the matrix film to the paper, creating a color print.

A TRADITION OF EXCELLENCE



© Matthew Brady, 1987

Seasoned advertisers know that food photography can take on extra-added appeal when shown as a dye transfer print.

Versatility is definitely a key benefit of the dye transfer process. In addition to offering you virtually unlimited creative possibilities, the process can begin with any number of originals – a positive color transparency, a color negative, an internegative, or black-and-white separation negatives made directly in the camera. And, for the most part, your prints can be made with common darkroom equipment – no sophisticated start-up equipment is required. But it's important to know that the dye transfer process *also* works well with many modern, high-tech devices that help expose, process, standardize, and otherwise make the method competitive in the commercial marketplace.

AS YOU WILL SEE from the step-by-step description and outstanding examples in this brochure, the dye transfer process is a labor-intensive one. But the controls available can help make dye transfer prints that are virtually identical in their fidelity to original flat art. In fact, because dye transfer can add to the quality of most any image and produce prints that are often *better-looking* and *sharper-looking than originals,* we think you'll agree – it's an art in itself and well worth the effort.

NOTE: All the commercial, portrait and display photography in this brochure is reproduced directly from dye transfer prints made with KODAK Dye Transfer Materials.