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Freestyle Photographic Supplies Presents:

Freestylin'

A Quarterly Newsletter

FEATURED IN THIS ISSUE:

- > The New Names in Black and White Photography!
- > The Ultimate Developing Chart!
- > How Safe is Your Safelight?
- > New Lower Prices on Over 300 Major Brand Items!
- > Introducing... The University Educator/Bookstore Alliance Program!

THE EDUCATORS CHOICE
**ARISTA.EDU[®]
ULTRA[®]**
A FREESTYLE EXCLUSIVE!

**ARISTA.EDU ULTRA[®] VC RC
8" X 10" / 100 SHEETS**

The B&W Photographic Paper of Choice for
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#18584 Glossy \$ 25.99
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Also available in 8" x 10"/25 and 8" x 10"/250!
See our full selection of Arista.EDU[®]
Ultra[®] papers and films at:

www.freestylephoto.biz

ONLY
\$25.99
For 100
Sheets



DON'T MISS OUR SPRING CATALOG!

The latest edition of the Freestyle Educators catalog will be arriving in your mailbox around April 15th. You won't want to miss the latest offerings and information featured in this edition including Efke black and white films and papers and the introduction of our new Arista-II[®] Inkjet Paper line!

Call us today if you can't wait!

Freestyle Photographic Supplies Presents:

Freestylin'

A Quarterly Newsletter

Keeping B&W Available & Affordable!

TWO NEW BRANDS IN B&W PHOTOGRAPHY IN-STOCK AND EXCLUSIVELY AVAILABLE FROM FREESTYLE



"Having the new Arista.EDU Ultra papers available makes my life as a teacher much easier. Now my students can get an excellent value on high quality papers!"

— NORMA C. SMITH

Member, Freestyle Advisory Board of Photographic Professionals

INTRODUCTION

This issue of Freestylin' is devoted to two new lines of B&W film and paper: Arista-II[®] and Arista.EDU Ultra[®]. Many of our customers have been following the turbulent news in the photo industry. Manufacturers have been filing for bankruptcy protection, reorganizing or discontinuing popular products in photographic education. Photo retailers are reducing their selection of B&W products in favor of ubiquitous, low-margin digital goods. Then, faced with the difficult job of competing with Costco, Best Buy or Walmart, many are simply going out of business.

We at Freestyle continue our total commitment to offering the darkroom products you need to continue teaching the core techniques of photography. We have received numerous letters from educators saying that the fundamentals can't be taught with a digital camera, and that many students find digital "downright boring". Digital is ordinary in their technology-saturated lives. Darkroom, on the other hand, is different, fun, social and, above all, magical.

Last fall, the suppliers of our private label Arista[®] and Arista.EDU[®] film and paper ran into financial trouble. They did not ultimately go out of business, but offering the same products at the same prices was out of the question. So, we found companies who are as committed to B&W photography as we are to take their place. Our new suppliers are excellent: Arista-II[®] paper comes from a 100-year old manufacturer in England. Arista.EDU Ultra[®] film and paper hail from the Czech Republic and represent high quality at an affordable price.

As additional changes occur in the photographic market, we assure you that our commitment to traditional B&W photography will remain strong. We will do everything possible to continue providing a constant supply of the best products available, from around the world, no matter what happens.

ERIC JOSEPH —
Vice President of Merchandising
and Product Development

WE WANT TO HEAR FROM YOU!
Please submit comments or suggestions to:
etjoseph@freestylephoto.biz

EMAIL SUBSCRIPTIONS REQUESTS TO:
newsletter@freestylephoto.biz
or call 800.292.6137 x119

For 60 years, we have been committed to bringing the best in value-added products and services to darkroom photography. Products like our celebrated Arista[®] line of B&W papers, a flagship of quality since 1975. It also included Arista.EDU[®] B&W films and papers, introduced early 2005, which combined great value with outstanding performance.

Though these old lines are now, unfortunately, retired, our commitment continues with the next generation of superb black and white films and papers. Arista.EDU Ultra[®] and Arista-II[®] are our brand new lines designed specifically for photographic educators and artists.

Traditional photographic processes are a significant part of all photography programs everywhere, and Freestyle is fully committed to keeping the materials affordable and accessible to schools, students and educators.

ARISTA.EDU ULTRA[®] The Educators' Choice

This line is a great follow-up to our original Arista.EDU[®] brand. With its own, unique characteristics, you will agree that Arista.EDU Ultra[®] is as good, or better, than its predecessor... and we've kept the original low price!

The manufacturer of Arista.EDU Ultra[®] has earned prestigious ISO 9001 accreditation for consistent quality. The papers are easy to print with and feature neutral grey tonality. The films are solid performers with great exposure latitude.

Bridging the gap between affordability and usability, Arista.EDU Ultra[®] helps educators stretch their budget dollar.

Try it! We think you'll be pleased with the quality. New Arista.EDU Ultra[®] is guaranteed to be consistently in stock year-round.

ARISTA.EDU ULTRA[®] VC RC PAPER Available in glossy and semi-matte

This is an excellent variable-contrast enlarging paper with a resin-coated base. The paper has a wide contrast range of 00-5, which makes it possible to get good prints from negatives with extremely low or extremely high contrast. Using standard contrast filters, you can control its contrast to create images from extra-soft to ultra-hard. The manufacturer uses advanced polymers to help the paper dry flat.

ARISTA.EDU ULTRA[®] VC FB PAPER Available in Glossy and Semi-Matte

The fiber-based counterpart to the RC VC paper, this variable contrast printing paper also shares the same great contrast flexibility. The added benefit is the wonderful texture that fiber base papers add to an image.

ARISTA.EDU ULTRA[®] GRADED RC PAPER IN GRADES #2 AND #3.

Available in Glossy and Semi-matte

An extremely stable paper on an RC paper base for general use. By applying brighteners and developing accelerators into emulsion layers, high image brilliance is achieved and processing times are shortened. The paper is available in grades #2 and #3.

ARISTA.EDU ULTRA[®] BLACK & WHITE FILMS. AVAILABLE IN ISO 100, 200 & 400

Rolls: 35 x 24, 35 x 36, 35mm x 100' & 120 size.
Sheets: 2.25 x 3.25, 4 x 5, 5 x 7, 8 x 10, 11 x 14

Each of these flexible, panchromatic negative films feature high resolving power for their respective speeds and wide exposure latitude.

The Arista.EDU Ultra[®] 100 features fine-grain. The Arista.EDU Ultra[®] 200 boasts outstanding flexibility. Arista.EDU Ultra[®] 400 is great for low light and stop-action applications.

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Recommended Reading

ATTN UNIVERSITY PHOTO EDUCATORS

- > "Is it increasingly difficult for your students to find traditional photographic supplies locally?"
- > "Do your students come to class unprepared due to the difficulty in finding the appropriate photo materials?"



Insure your photo students are consistently prepared for class...

Introducing...

THE UNIVERSITY BOOKSTORE / EDUCATOR ALLIANCE PROGRAM †

We will work with you and your campus bookstore to ensure they stock the supplies you require to teach your classes... and we will do our utmost to keep them competitive.

All we ask of you is to discuss with your campus bookstore the specific photographic supplies you require. Then ask them to contact us at 800.292.6137. We will then help them create a merchandising program to support your department.

IT'S A "WIN-WIN" FOR ALL... EDUCATOR, BOOKSTORE & STUDENTS:

- > A Consistent Supply of Photographic Products – Right on Campus!
- > Students Arrive To Class Prepared – Every Time!
- > The Bookstore Has What You Need – In Stock!
- > Competitive Prices!

† If you are a high school or middle school teacher, and have a local photo supplier that you would like to stock Freestyle products, please have them contact our Dealer Distribution Network at 800.292.6137 x140

CLASSROOM SPOTLIGHT

HOW SAFE IS YOUR SAFELIGHT?

by John Richardson & Stephanie Morey

Fogged paper is the muddy, low-contrast product of harmful light in the darkroom. Light can sneak into the darkroom in many ways, but few people realize that even the trusty darkroom safelight can cause fogged paper. Photo paper spends several minutes under the safelight before it is fixed, and in that time a safelight that is overly bright, or the wrong color, can ruin a great print.

This article gives step-by-step instructions for a comprehensive safelight test. After completing the test, you will know how long your paper can stay under the safelight without fogging.

OVERVIEW

This test is comprised of two parts. In the first part of the test, you will determine the flash-point for your paper. The flash-point is the exposure time just before a visible gray tone is produced. When paper is "flushed," it becomes more sensitive to any light that it is later exposed to. The flash-point will be used in the next part of the test, to determine how long a sheet of exposed paper can be subjected to the safelight before fogging.

In the second part of the test, you will mask off a fresh sheet of photo paper and "flash" expose it for the time determined in the first part of the test. This flash exposure will cause the paper to react to the safelight in the same way an exposed print does. After flashing the paper, you will expose it to the safelight in increments of several minutes (just like making a test strip under the enlarger). After processing, you will be able to see any effect that the safelight had on your paper, and take corrective actions if necessary.

A WORD ABOUT SAFELIGHT FILTERS

If you have been experiencing problems with fogged paper, check the manufacturer's instruction sheet to determine the appropriate type of safelight. Most graded and multi-contrast papers need an amber (OC) safelight. Red (1A) safelight filters are typically used for orthochromatic materials like litho film, certain liquid emulsions and some B&W photo papers. Never mix OC and red safelights in the darkroom – even if a paper can be used with either safelight, the combination will usually cause fogging.

COMPREHENSIVE SAFELIGHT TEST:

You will be working in total darkness for most of the test, so it might be helpful to buy some phosphorous (glow-in-the-dark) tape and mark each of your trays and your tongs. These, plus the glow of your darkroom timer, should be all that you see when the lights are off.

YOU WILL NEED:

- The wet side of your darkroom set up normally with your developer, stop bath and fixer.
- Two sheets photo paper
- One 8x10 inch piece of cardboard to be used for making test strips.
- One Comparison Mask: an 8x10 piece of cardboard with a 6x8 inch window cut out of the center. There should be 1 inch of cardboard remaining on each side.
- One large piece of cardboard big enough to cover your developer tray.

Part One:

What is the flash-point of the paper?

1. Set up your enlarger with an empty negative carrier so it projects light on an area bigger than your paper. Set your enlarger for the smallest aperture (highest f-stop number) and a exposure time of 1 to 3 seconds. Then, turn off all lights, including the safelight.
2. Using your first sheet of photo paper, make a test strip (a.k.a. step wedge) with at least 6 steps. Process the strip in total darkness and allow to dry.
3. Look for the faintest stripe you can make out. The time used for that exposure is the shortest exposure time required to create a visible tone on the paper. Your flash-point is the step just before this one – so if you see the first grey tone in the 3rd step, your flash-point will be the time used for the 2nd step.

Part Two:

How long can my exposed paper be subjected to my safelight before it fogs?

1. **Expose the paper to the flash-point**
Cover your developer tray with the large piece of card board and turn off all darkroom lights, including the safelight.

Set a fresh sheet of photo paper under your enlarger with the comparison mask on top of it. Expose the paper to the flash-point determined in part one.

2. **Safelight Exposure Test Strip:**

Take the paper from under the mask and set it on top of your (covered) developing tray. Using only your safelight, make a test strip with four steps.

Cover 1/4 of your paper and turn on your safelight; wait 1 minute. Move the cardboard up so 1/2 the paper is covered; wait 2 more minutes. Cover 3/4 of the paper; wait 4 minutes. At this point, turn off the safelight and process the paper in total darkness.

Part Three: Evaluate

7-Minute Safe: If your paper was unaffected by the safelight, you should have a solid white sheet of paper with no grey areas at all. If this is the case, congratulations! Your paper can be safely exposed to your safelight for at least seven minutes. (If the paper is evenly light-grey with a 1-inch white border, then your flash-exposure was too long. As long as you do not see the steps from the safelight test strip, your safelight is still fine.)

Less Safe: If you see any of the steps from the safelight exposure test strip, then the safelight affected your paper. If you can make out one step it means that your paper is safe for 3 minutes under your safelight. Two steps means safe for 1 minute. If you see all four steps, your safelight is safe for less than one minute, and you should take immediate corrective action.

For corrective actions and additional light-proofing tips, see the extended version of this article online at:

www.freestylephoto.biz/tl_safe_lights.php

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TWO NEW BRANDS IN B&W PHOTOGRAPHY

IN-STOCK AND EXCLUSIVELY AVAILABLE FROM FREESTYLE



Preparing a new line to carry on the Arista® tradition was a challenge, but we found a great paper manufacturer, also based in England, who shares Freestyle's commitment to the continuation of B&W photography.

The result... Arista-II® – our new flagship line with outstanding performance that yields beautiful results in the darkroom. The best news, however, is that pricing for the new Arista-II® products is exactly the same as last year, and in some cases they are even lower.

ARISTA-II® B&W PAPERS

Extraordinary surfaces of superb quality typify our new line of outstanding B&W papers – a line worthy enough to carry on a three-decade tradition of value and excellence and bear the Arista® name.

ARISTA-II® VARIABLE CONTRAST RESIN-COATED PAPER

Available in Glossy and Fine Lustre.

This is a medium-weight paper with a bromo-iodide (neutral-to-cold tone) emulsion. Deep, rich blacks, excellent tonal separation and crisp whites characterize this paper. RC VC offers cool, crisp, sparkling prints that are backed by the quality and consistency of an ISO 9002 accredited manufacturer.

This premium, high quality paper offers a high-speed alternative – superb image rendition on an emulsion that is 1 f-stop faster than most. By cutting exposure times by 50%, Arista-II® VC RC can significantly reduce valuable darkroom time.

ARISTA-II® VARIABLE CONTRAST FIBER BASED PAPER

Available in Glossy and a Fine Grain Semi-Matte.

This is a double-weight paper with a bromo-iodide (neutral-to-cold tone) emulsion. It is a unique alternative for the discerning image maker seeking the aesthetic qualities of a fiber-based paper coupled with the convenience of a variable contrast emulsion. Cool, rich blacks and crisp, bright whites with exceptional mid-tone detail characterize Arista-II® VC FB. Its unique bromo-iodide technology, with its special construction, offers superior sharpness with separation in even the finest detail.

THE FREESTYLE ULTIMATE DEVELOPING CHART

Freestyle is proud to announce our Ultimate Developing Chart. It's simple to use and easy to read. Pick your favorite film; match it to your favorite developer; and instantly see the recommended start-point developing time.

The developing chart even lets you choose multiple films at once and see the times for several developers.

Many of the films listed can not be found on other charts, like Arista.EDU Ultra® 100 or Arista-II®, and many of the films are linked to downloadable versions of their manufacturer's data sheet.

The Ultimate Developing Chart works perfectly with your Supply List Online. Both you and your students can be sure to get the right developer and film for your needs.

You can find the Freestyle Ultimate Developing Chart in our online tech tips: <http://www.freestylephoto.biz/techtips.php>

IS YOUR SUPPLY LIST ONLINE?

With Freestyle's exclusive Teacher's Lounge Supply List Online, your supply list is interactive – students can read it, download it, even shop online with it. And you are backed by Freestyle's 98% in-stock guarantee.

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We are more committed than ever to keeping traditional photographic supplies available and affordable

To celebrate our 60-year anniversary, and to thank you for your support and loyalty since 1946, we lowered prices on over 300 major-brand traditional films and papers! Watch for our Winter 2006 catalog, arriving in January or log onto www.freestylephoto.biz and take advantage of our new lower prices today! Find new Lower Prices on Kodak, Ilford, Fuji and Polaroid photographic supplies including:

Color Print Film, Color Slide Film, Black & White Film and Black & White Paper

Thank you for making Freestyle your #1 choice for traditional photographic supplies!