BEST OF BOTH WORLDS!

FILM IS BACK!... (Actually... it never left)

We carry the WORLD’S LARGEST SELECTION of black & white and color film in every format that you can imagine! Take a sneak peek at some cool choices on pages 34 – 37 or check out our huge selection online.

CHECK IT OUT!  www.FreestylePhoto.Biz

IN THE WORLD OF DIGITAL FINE ART PRINTING, WE HAVE THE RESOURCES TO HELP YOU SUCCEED!

“SHOOT FILM – PRINT DIGITALLY!”

WE BELIEVE IN YOU!

© Cheryl Walsh
WE WANT TO MAKE OUR MISSION CLEAR,

AT FREESTYLE WE BELIEVE IN YOUR...

- ART
- BUSINESS
- DREAMS
- EDUCATION
- FUTURE
- IMPORTANCE
- POTENTIAL
- SUCCESS
- TALENT
- UNIQUENESS
- VALUE
- WAY OF DOING THINGS

... and YOU!

We believe that your ability to create your own fine art print is the last remaining frontier in the digital photography revolution.

Film photographers have been creating their own prints in the darkroom, for years. As digital photographers, our cameras, lenses, computers, and editing software have become more than sufficient for what we need. What we have been lacking is the ability to create our own prints. There is no greater joy than the feeling that you’ve created something from initial capture to the final print that expresses precisely what you want to communicate. Prints offer a weight, texture, dimension, and emotion in a way that viewing your image on a computer screen can never convey. Creating your own print allows you to express your own unique artistic signature.

The tools and education required for creating personal handcrafted photographic prints is now available, attainable, and affordable. We believe that we can teach you to produce your own prints with precision and control. This will give you the confidence to enable you to take ownership of your entire creative process. Whether you want to keep your old equipment running or are ready to take the next step and invest in something new, we guarantee that we can provide you with the information that will allow you to make the decisions that are best for you.

You deserve a community of like-minded, knowledgeable, artistic people that will support you. We want to be that community.

WHAT’S INSIDE THIS GUIDE?

HERE’S THE 5 KEYS TO A PERFECT PRINT

1. **The Correct Monitor** Page 4
2. **The BEST Monitor Calibration System** Page 5
3. **Finding the Inkjet Papers Right for YOU** Pages 6-25
4. **Custom ICC Profiles** Pages 26-27
5. **Quality, Pigment-Based Printers** Pages 28-31

Any one of these keys will lead to an improvement in your process. Following all five keys will change your life and lead to you making the **PERFECT PRINT** — the first time, every time...

See our website for more information.

WE GUARANTEE IT!

We are a COMMUNITY...

of photographers and artists devoted to sharing information and ideas.

We have evolved with the needs of our customers and are committed to helping you achieve your unique artistic signature.

We believe in the value of the print and this reference guide offers the information and tools you can use to achieve your goals.

WE GUARANTEE YOUR SUCCESS AND LOOK FORWARD TO WORKING WITH YOU!

You are a member of a community of like-minded, knowledgeable, artistic people that will support you. We want to be that community.

© Mermaid images by Cheryl Walsh Art
The BenQ SW2700PT, with IPS technology and excellent 99% Adobe RGB color space, flat matte display and included shading hood allows you to render colors with better accuracy and truer feel for what you produce in your prints than other monitors on the market. BenQ understands the photographer’s pursuit of perfect color accuracy and true-to-life image quality. With that in mind, the BenQ SW Photographer Monitor offers unparalleled technology that allows you to revive the creative vision and preserve that special moment.

Featuring high color accuracy through Adobe RGB color space, the BenQ SW Photographer Monitor offers unparalleled technology that allows you to revive the creative vision and preserve that special moment.

**The BenQ Monitor Features:**
- Color Accuracy 99% Adobe RGB Coverage
- 14-bit 3D LUT and Delta E≤2
- Proprietary Palette Master Element Calibration Software
- 2560 x 1440 QHD Resolution for the Sharpest Display
- 109 Pixels Per Inch for Stunning Clarity
- Consistent Efficiency OSD Controller
- Black-and-White Mode
- Shading Hood (included)
- Low Blue Light Mode
- BenQ Proprietary ZeroFlicker™ Technology

270016 BenQ 27-inch Monitor $599.00
320016 BenQ 32-inch Monitor $1499.00

**AS LOW AS $599.00**

**RATED #1**

This monitor calibration system actually works! Guaranteed Professional results! Personalized Tech Support!

**BASICCOLOR’S SQUID 3 MONITOR CALIBRATION SYSTEM**

The basicColor SQUID 3 System is the BEST MONITOR CALIBRATION SYSTEM we have found! The SQUID 3 system, by utilizing a much wider variety of colors for analysis, is extremely accurate, provides true-to-life neutral tones, proper whites and shadow detail, and includes instant validation. It’s truly a professional calibration system at an amateur level price point. We guarantee the SQUID 3 will produce the best result on your monitor for consistent proofing of your photography and back it up with technical support. Mac/Windows compatible.

24334 SQUID 3 System MAC/Win $249.99
24330 Display 5 MAC (Software only) $119.99
24331 Display 5 WIN (Software only) $119.99

**CHOOSE THE RIGHT INKJET PAPER!**

The following 20 pages are all devoted to inkjet papers and are the 3rd key to a Perfect Print. Paper choice can sometimes be overwhelming, given all the many types and varieties of inkjet papers available, but this guide will help you better understand how to choose the correct paper for you.

**WE BREAK INKJET PAPERS DOWN INTO 3 CATEGORIES:**

1. **General Purpose and Photo Grade**
2. **Classic Barytas and 100% Cotton Smooth Matte**
3. **Transformational and Fine Art**

**TURN THE PAGE AND START YOUR JOURNEY**

Questions? Call us at 800.292.6137

Need more information? FreestylePhoto.Biz
HOW DO YOU CHOOSE THE RIGHT PAPER?

WE BREAK THEM DOWN FOR YOU INTO THREE CATEGORIES...
3. **These are the papers most people use, BUT...**

they are not the best choices for fine art prints. The inexpensive matte (non-reflective) papers will yield acceptable, photographically-realistic results; but, these papers are not archival. They contain optical brightening agents (OBA’s), are made of low grade alpha cellulose, and are not designed with long-term permanence in mind.

**What in the World are OBA’s?**

Many customers ask, “What paper gives me the brightest white?” The ANSWER … “The paper that contains the most optical brighteners.” A natural base paper without optical brightening agents will have a yellowish or slight cream color compared to a paper with a lot of optical brighteners in it. These agents are chemical dye additives that make the paper base appear brighter and bluer when exposed to the ultraviolet light, but will fade over time due to exposure to UV light.

**Resin coated papers contain OBA’s, PLUS...** have lots of layers of materials including plastic (resin) and other products that are not only not archival but result in images that don’t particularly have a lot of depth or dimension. RC papers are designed to have the look and feel of prints that we would have received from a commercial color lab or one of those **One Hour Mini Labs** from the past. Glossy and luster papers are the most common with luster being, by far, the most popular choice. Sure, they look nice, but, they don’t have the capability of yielding the depth, dimension, sharpness, or color gamut of fine art papers.

**Questions?** Call us at 800.292.6137

**Here are a few examples of these general papers...**

- **Arista-II Photograde RC Glossy 252 gsm**
  - **AS LOW AS** $2.99
- **Canson Premium RC Luster 310 gsm**
  - **AS LOW AS** $20.03
- **Ilford Galerie Smooth Gloss 310 gsm**
  - **AS LOW AS** $24.95
- **Epson Ultra Premium Photo Paper Luster 240 gsm**
  - **AS LOW AS** $27.94
- **Hahnemühle Photo RC Glossy 290 gsm**
  - **AS LOW AS** $17.48
- **Arista-II Duo Matte Lightweight 160 gsm**
  - **AS LOW AS** $8.99

**To see all the papers in this category, visit us at** FreestylePhoto.Biz
LOOKING FOR A BETTER PAPER?

HERE’S OUR MUSEUM AND GALLERY FINE ART PAPERS...
2. CLASSIC BARYTAS AND 100% COTTON SMOOTH MATTE

If you order fine art, museum, or gallery quality prints from a typical commercial lab, these are the papers that they most likely use. They are definitely a step up from our first category, are commonly used in the industry, and are a great choice if you want high-quality, straight prints, and aren’t looking to elevate your images. Classic Baryta papers all have a similar, very smooth, semi-gloss surface. This paper base is the very same paper base used to manufacture traditional, black and white, double-weight, fiber-base, darkroom paper. It is a popular choice for printing black and white images that have a look similar to darkroom prints. They also render color images with exceptional depth, color saturation and dimension.

Smooth surface, 100% cotton, matte papers are at the other end of the aesthetic spectrum — the papers have no reflectivity and have a very smooth surface texture. These papers tend to be the standard of the industry, but will not contribute much to your composition.

What in the World is BARYTA?

Baryta is a special, barium sulfate coating that has been applied to fiber-based, photographic paper (prior to coating with emulsion), for decades. The technical benefits of a Baryta layer on inkjet include a smooth semi-gloss surface and distinctive odor similar to traditional darkroom paper. In addition, it provides a natural optical brightening effect that doesn’t fade like chemically added optical brighteners. No surprises here. Just really nice prints.

Here are a few examples of these fine art papers...

- Ilford Gold Fibre Silk 310 gsm
- Canson Baryta Photographique 310gsm
- Canson Rag Photographique 310gsm
- Hahnemühle Photo Silk Baryta 310 gsm
- Canson Rag Photographique 310 gsm
- Hahnemühle Photo Rag® 308 gsm
- Moab Entrada Bright White 300 gsm

AS LOW AS $39.95
AS LOW AS $12.94
AS LOW AS $13.84
AS LOW AS $17.00
AS LOW AS $14.99

Quality papers that will leave the art gallery critics speechless!

To see all the papers in this category, visit us at FreestylePhoto.Biz

3 Questions? Call us at 800.292.6137
LOOKING FOR A UNIQUE PAPER?

TRANSFORMATIONAL PAPERS HAVE A DISTINCT PERSONALITY...
3. TRANSFORMATIONAL AND FINE ART INKJET PAPERS

These are SPECIAL... Fine Art inkjet papers that have a unique quality and character and will have a significant impact on the composition and presentation of your photographs. They also meet our definition of archival permanence and will yield professional-quality results. Knowing how to use these papers and apply them to your images will allow you to create a final product that represents a unique artistic signature. These are the papers that will set you and your art apart from everyone else in the market. Combine these materials with the best tools and best practices that we call...

THE FREESTYLE METHOD OF PRINTING!
MONITOR + CALIBRATION + CUSTOM PROFILE = PERFECT PRINT!

It’s NOT hard... There are obviously an overwhelming amount of paper choices and inkjet printing has become a confusing and frustrating process for most. Choosing the right paper is the most important part - the art part! The rest is just technology and we can make it easy to understand. Don’t let the technology hold you back. It is impossible to illustrate the actual visual experience of the differences between papers with the limitations we have on print quality in this book. We find that images with texture in them benefit greatly from papers with a lot of texture. Images with big skies and smooth areas look better with a paper that does not have a lot of texture. The final decision is up to you! It’s all about personal taste and vision. Let us help you decide which paper is right for you to be...

the BEST you can be!

Here are a few examples of these unique papers...

- Innova Editions Exhibition Cotton Gloss 335 gsm
- Ilford Galerie Prestige Cotton Artist Textured 310 gsm
- Hahnemühle Museum Etching 350 gsm
- Canson Printmaking Rag 310 gsm
- Awagami Kozo Double Layered 90 gsm
- Moab Juniper Rag Baryta 305 gsm

To see all the papers in this category, visit us at FreestylePhoto.Biz

We Carry Over 200 Papers! See our website for more choices!
These inkjet sample packs are the best way to try several different papers at a very affordable price. Choose from Arista-II, Awagami, Canson, Epson, Hahnemühle, Ilford, Innova, Moab and Museo. See our Comparison Chart (pages 20-25) for more information on many of these inkjet papers.

**Arista-II RC & Matte Sample Pack**
Sample pack includes two 8.5” x 11” sheets of Photograde RC Glossy, Photograde RC Lustre, Photograde RC Metallic Glossy, Photograde RC Metallic Lustre, Lightweight Duo Matte, Photograde Double Weight Matte and Duo Matte 215 GSM.

**Arista-II Fine-Art Sample Pack**
Sample pack includes four 8.5” x 11” sheets of Legacy Velvet Cold Press Bright White Rough Textured Matte, Fine-Art Natural White Medium Weight Matte and Fine-Art Bright White Medium Weight Matte.

**Canson Discovery Sample Pack**
Sample pack includes one 8.5” x 11” sheet of Printmaking Rag, Arches Velin Museum Rag, Edition Etching Rag, Rag Photographique, Platine Fibre Rag, Baryta Photographique, Photo HighGloss Premium RC, PhotoSatin Premium RC, PhotoGloss Premium RC and Arches Aquarelle Rag.

**Epson Signature Worthy Sample Pack**
Sample pack includes two 8.5” x 11” sheets of Hot Press Bright and Natural, Exhibition Fiber, Cold Press Bright and Natural, Velvet Fine Art and Ultra Premium Photo Luster.

**Hahnemühle Matt Smooth Sample Pack**
Sample pack includes two 8.5” x 11” sheets of Rice Paper, Photo Rag® Book and Album, Bamboo, Photo Rag® Ultra Smooth, Photo Rag®, Photo Rag® Bright White and Daguerre Canvas.

**Hahnemühle Fine Art Matt Textured Sample Pack**
Sample pack includes two 8.5” x 11” sheets of Albrecht Durer, Torchon, German Etching®, William Turner, Museum Etching and Monet Canvas.

**Ilford Galerie Fine Art Discovery Pack**
Sample pack includes five 8.5” x 11” sheets of Cotton Artist Texture, Gold Fibre Gloss, Textured Cotton Rag and Smooth Cotton Rag.

**Ilford Galerie Prestige Smooth and Silk Discovery Pack**
Sample pack includes five 8.5” x 11” sheets of Smooth Pearl, Smooth Gloss, Gold Fibre Silk and Gold Mono Silk.

**Awagami Sample Pack**
Sample pack includes one A4 sheet of Premio Unryu, Bamboo Double Sided, Kozo Natural Double Layered, Kozo Thin and Thick Natural and White, Inbe Thick White Double Sided, Inbe Thin White, Bizan Natural and White Deckle Edge, Murakumo Kozo White and Natural White and Mitsumata Double Layer.

**Innova Trial Pack**
Sample pack includes two 8.5” x 11” sheets of Fabriano Printmaking Rag, Fabriano Artistico Watercolor Rag, Photo Cotton Rag, Etching Cotton Rag, Exhibition Cotton Gloss and Exhibition Photo Baryta.

**Moab Sample Pack**
Sample pack includes two 8.5” x 11” sheets of Entrada Rag Bright and Natural, Lasal Photo Matte and Gloss, Lasal Exhibition Luster, Lasal Dual Semigloss, Somerset Enhanced Velvet, Somerset Museum Rag, Colorado Fiber Satine, Slickrock Metallic Pearl and Silver, Moenkopi Unryu and Kozo.

**Questions? Call us at 800.292.6137**

**Need more information? FreestylePhoto.Biz**
# The Freestyle Independent Rating System:

All of these papers have been personally tested by Eric Joseph, master printmaker and inkjet paper specialist. These ratings are determined independently of any outside influence and are a relative comparison of the papers on this chart regarding the different technical attributes, archival permanence, uniqueness and value. Additionally, NO COMPENSATION was given in determining these ratings.

<table>
<thead>
<tr>
<th>Manufacturer Brand / Paper</th>
<th>100% Cotton Base</th>
<th>Rag Base</th>
<th>Paper Thickness</th>
<th>Paper Weight</th>
<th>Resin Coated</th>
<th>Optical Brighteners</th>
<th>Paper Brightness</th>
<th>Double Sided</th>
<th>Surface Texture</th>
<th>Dye Ink Compatible</th>
<th>Pigment Ink Compatible</th>
<th>Freestyle Rating*</th>
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<tr>
<td><strong>ARISTA-II</strong></td>
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<tr>
<td>Photograde RC Glossy</td>
<td>10.4 mil</td>
<td>252 gsm</td>
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<td>Bright White</td>
<td>Glossy</td>
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<td>252 gsm</td>
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<td>Bright White</td>
<td>Luster / Pearl</td>
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<tr>
<td>Photograde RC Metallic Lustre</td>
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<td>252 gsm</td>
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<td>Bright White</td>
<td>Glossy</td>
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<td>A</td>
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<tr>
<td>Fine-Art Bright White Medium Weight</td>
<td>9.0 mil</td>
<td>210 gsm</td>
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<td>Bright White</td>
<td>Smooth Matte</td>
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<td>B+</td>
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<tr>
<td>Fine-Art Bright White Heavy Weight</td>
<td>14.0 mil</td>
<td>330 gsm</td>
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<td>Bright White</td>
<td>Smooth Matte</td>
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<td>B+</td>
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<td>Fine-Art Natural White Medium Weight</td>
<td>9.0 mil</td>
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<td>Natural White</td>
<td>Smooth Matte</td>
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<td>Fine-Art Natural White Heavy Weight</td>
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<td>Natural White</td>
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<tr>
<td>Premium Matte Canvas</td>
<td>21.0 mil</td>
<td>405 gsm</td>
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<td>Bright White</td>
<td>Canvas Texture</td>
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<td>OHP Transparency Film (clear polyester film)</td>
<td>7.0 mil</td>
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<td>Clear</td>
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<td>Photograde Double Weight Matte</td>
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<td>180 gsm</td>
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<td>Bright White</td>
<td>Smooth Matte</td>
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<tr>
<td>Duo-Matte Lightweight</td>
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<td>Bright White</td>
<td>Smooth Matte</td>
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<tr>
<td>Duo-Matte</td>
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<td>Smooth Matte</td>
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<tr>
<td>Baryta Photo</td>
<td>12.0 mil</td>
<td>310 gsm</td>
<td>Baryta</td>
<td>Bright White</td>
<td>Smooth Semi-Gloss</td>
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<td>A+</td>
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<tr>
<td>Velvet Cold Press Bright White 50% Alpha Cellulose / 50% Cotton</td>
<td>16.5 mil</td>
<td>300 gsm</td>
<td></td>
<td>Bright White</td>
<td>Rough Textured Matte</td>
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<td>A+</td>
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| **CANSON INFINITY**         |                  |          |                |              |              |                     |                  |             |                |                  |                     |                   |
| Photogloss Premium RC       | 10.8 mil         | 270 gsm  |                | Bright White | Glossy       |                     |                  |             |                |                  |                     | B+                |
| PhotoSatin Premium RC       | 10.1 mil         | 270 gsm  |                | Bright White | Flat w/Little Reflection|                     |                  |             |                |                  |                     | A                 |
| Premium RC HighGloss        | 11.0 mil         | 315 gsm  |                | Bright White | Smooth High Gloss|                     |                  |             |                |                  |                     | A                 |
| Photo Lustre Premium RC 310 | 11.8 mil         | 310 gsm  | Luster         | Bright White | Smooth Matte |                     |                  |             |                |                  |                     | A                 |
| Edition Etching Rag 310     | 19.2 mil         | 310 gsm  |                | White        | Slight Textured Matte |                     |                  |             |                |                  |                     | A+                |
| Rag Photographique 210      | 13.4 mil         | 210 gsm  |                | White        | Smooth Matte |                     |                  |             |                |                  |                     | A+                |
| Rag Photographique 310      | 18.8 mil         | 310 gsm  |                | White        | Smooth Matte |                     |                  |             |                |                  |                     | A+                |
| Rag Photographique Duo 220  | 14.0 mil         | 220 gsm  |                | White        | Smooth Matte |                     |                  |             |                |                  |                     | A+                |
| Baryta Photographique 310   | 12.2 mil         | 310 gsm  | Baryta         | White        | Smooth Semi-Gloss|                     |                  |             |                |                  |                     | A+                |
| Baryta Prestige 340 gsm     | 14.4 mil         | 340 gsm  | Alpha Cellulose + Cotton Base | White | Smooth Semi-Gloss |                     |                  |             |                |                  |                     | A+                |
| Platine Fibre Rag 310       | 16.9 mil         | 310 gsm  | Baryta + OBA  | White        | Smooth Semi-Gloss|                     |                  |             |                |                  |                     | A+                |
| BFK Rives 310 (Printmaking Rag PMK) | 19.8 mil  | 310 gsm | Natural White | Matte Slight Texture |                     |                  |             |                |                  |                     | A+                |
| Aquarelle Rag 240           | 18.0 mil         | 240 gsm  |                | Natural White | Matte Rough Texture |                     |                  |             |                |                  |                     | A+                |
| Aquarelle Rag 310           | 22.8 mil         | 310 gsm  |                | Natural White | Matte Rough Texture |                     |                  |             |                |                  |                     | A+                |
| Velin Museum Rag 250 gsm    | 16.0 mil         | 250 gsm  |                | Natural White | Fine Grain Matte |                     |                  |             |                |                  |                     | A+                |
| Velin Museum Rag 315 gsm    | 20.0 mil         | 315 gsm  |                | Natural White | Fine Grain Matte |                     |                  |             |                |                  |                     | A+                |

| **EPSON**                   |                  |          |                |              |              |                     |                  |             |                |                  |                     |                   |
| Metallic Luster             | 21.0 mil         | 257 gsm  |                | White        | Luster / Pearl|                     |                  |             |                |                  |                     | A                 |
| Metallic Photo Paper Glossy | 10.5 mil         | 257 gsm  |                | White        | Smooth High Gloss|                     |                  |             |                |                  |                     | A                 |
| Metallic Photo Paper Lustre | 10.5 mil         | 257 gsm  |                | White        | Luster/Pearl |                     |                  |             |                |                  |                     | A                 |
| Premium Photo Paper Glossy  | 10.4 mil         | 252 gsm  |                | Bright White | Glossy       |                     |                  |             |                |                  |                     | B-                |
| Ultra Premium Photo Paper Glossy | 11.8 mil    | 305 gsm |                | Bright White | Glossy       |                     |                  |             |                |                  |                     | B                 |
| Ultra Premium Photo Paper Lustre | 10.0 mil    | 240 gsm |                | Bright White | Luster / Pearl|                     |                  |             |                |                  |                     | B-                |
| Premium Photo Paper Semigloss| 10.4 mil         | 251 gsm  |                | Bright White | Smooth SemiGloss|                     |                  |             |                |                  |                     | B                 |
| Premium Presentation Matte  | 9.0 mil          | 167 gsm  |                | Bright White | Smooth Matte |                     |                  |             |                |                  |                     | B                 |
| Ultra Premium Presentation Matte | 10.3 mil    | 192 gsm |                | Bright White | Smooth Matte |                     |                  |             |                |                  |                     | B                 |
| Velvet Fine Art             | 19.0 mil         | 260 gsm  |                | Bright White | Matte Slight Texture |                     |                  |             |                |                  |                     | B                 |
| Exhibition Fiber            | 13.0 mil         | 325 gsm  |                | Bright White | Texture SemiGloss|                     |                  |             |                |                  |                     | B                 |
| Enhanced Matte              | 10.3 mil         | 192 gsm  |                | Bright White | Smooth Matte |                     |                  |             |                |                  |                     | B                 |
| Photo Paper Glossy          | 9.4 mil          | 225 gsm  |                | Bright White | Smooth SemiGloss|                     |                  |             |                |                  |                     | B                 |
| Watercolor Paper Radiant White | 11.5 mil        | 190 gsm  |                | Bright White | Smooth Matte |                     |                  |             |                |                  |                     | B-                |
| High Quality                | 4.7 mil          | 95 gsm   |                | Bright White | Smooth Matte |                     |                  |             |                |                  |                     | B                 |
| Legacy Platine              | 17.0 mil         | 314 gsm  | White          | Smooth Matte | Slight Texture SemiGloss |                     |                  |             |                |                  |                     | A+                |
| Legacy Fibre                | 19.0 mil         | 314 gsm  | White          | Smooth Matte |                     |                     |                  |             |                |                  |                     | A                 |

Continued on next page
## EPSON

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Brand / Paper</th>
<th>100% Cotton</th>
<th>Paper Thickness</th>
<th>Paper Weight</th>
<th>Resin Coated</th>
<th>Optical Brighteners</th>
<th>Paper Brightness</th>
<th>Double Sided</th>
<th>Surface Texture</th>
<th>Dye Ink Compatible</th>
<th>Pigment Ink Compatible</th>
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<tbody>
<tr>
<td>Legacy Etching</td>
<td>•</td>
<td>20.0 mil</td>
<td>314 gsm</td>
<td>White</td>
<td>Slight Textured Matte</td>
<td>•</td>
<td>A++</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Legacy Baryta</td>
<td>•</td>
<td>12.0 mil</td>
<td>314 gsm</td>
<td>Baryta</td>
<td>White</td>
<td>Smooth SemiGloss</td>
<td>•</td>
<td>A+</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UltraSmooth Fine Art</td>
<td>•</td>
<td>18.0 mil</td>
<td>325 gsm</td>
<td>Natural White</td>
<td>•</td>
<td>Smooth Matte</td>
<td>•</td>
<td>A+</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cold Press Natural</td>
<td>•</td>
<td>21.0 mil</td>
<td>340 gsm</td>
<td>Warm White</td>
<td>•</td>
<td>Matte Rough Texture</td>
<td>•</td>
<td>A+</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hot Press Natural</td>
<td>•</td>
<td>17.0 mil</td>
<td>330 gsm</td>
<td>Natural White</td>
<td>•</td>
<td>Smooth Matte</td>
<td>•</td>
<td>A+</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cold Press Bright</td>
<td>•</td>
<td>21.0 mil</td>
<td>340 gsm</td>
<td>Bright White</td>
<td>•</td>
<td>Coarse Textured Matte</td>
<td>•</td>
<td>A+</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hot Press Bright</td>
<td>•</td>
<td>18.0 mil</td>
<td>330 gsm</td>
<td>Bright White</td>
<td>•</td>
<td>Smooth Matte</td>
<td>•</td>
<td>A</td>
<td></td>
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</tr>
<tr>
<td>Exhibition Watercolor Paper Textured</td>
<td>•</td>
<td>22.0 mil</td>
<td>320 gsm</td>
<td>Natural White</td>
<td>•</td>
<td>Coarse Textured Matte</td>
<td>•</td>
<td>A++</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

### HAHNEMÜHLE FINE ART

| FineArt Baryta Satin 300 | • | 14.8 mil | 300 gsm | Baryta | Natural White | Smooth Semi-Gloss | • | A++ |
| FineArt Pearl 285 | • | 15.8 mil | 285 gsm | • | Bright White | Luster / Pearl | • | A |
| Photo Rag® Baryta 315 | • | 18.9 mil | 315 gsm | Baryta | Natural White | Smooth Semi-Gloss | • | A |
| Photo Rag® Bright White 310 | • | 19.7 mil | 310 gsm | • | Bright White | Smooth Matte | • | A |
| Photo Rag® Pearl 320 | • | 18.9 mil | 320 gsm | • | Natural White | Pearl / Lustre | • | A |
| Photo Rag® Satin 310 | • | 14.7 mil | 310 gsm | • | Off White | Unique Satin | • | A+ |
| Photo Rag® Ultra Smooth 305 | • | 16.9 mil | 305 gsm | • | White | Ultra Smooth Matte | • | A |
| Photo Matt Fibre 200 | • | 11.8 mil | 200 gsm | • | Warm White | Smooth Texture | • | B |
| German Etching® 310 | • | 19.7 mil | 310 gsm | • | Natural White | Matte Rough Texture | • | A |
| William Turner 190 | • | 16.5 mil | 190 gsm | • | Natural White | Matte Rough Texture | • | A++ |
| William Turner 310 | • | 24.4 mil | 310 gsm | • | Natural White | Matte Rough Texture | • | A++ |
| Rice Paper 100 | • | 5.9 mil | 100 gsm | • | Natural White | Slight Textured Matte | • | A++ |
| Photo Rag® 188 | • | 11.8 mil | 188 gsm | • | White | Smooth Matte | • | A |
| Photo Rag® 308 | • | 18.9 mil | 308 gsm | • | White | Smooth Matte | • | A |
| Photo Rag® 500 | • | 31.5 mil | 500 gsm | • | White | Smooth Matte | • | A |
| Photo Rag® Duo 276 | • | 17.7 mil | 276 gsm | • | White | Smooth Matte | • | A |
| Albrect Durer 210 | 50% | 13.8 mil | 210 gsm | • | Natural White | Textured Matte | • | A++ |
| Museum Etching 350 | • | 23.6 mil | 350 gsm | • | Natural White | Slight Textured Matte | • | A++ |
| Torchon 285 | • | 19.7 mil | 285 gsm | • | Bright White | Coarse Textured Matte | • | A+ |
| FineArt Baryta 325 | • | 16.1 mil | 325 gsm | Baryta + OBA | Bright White | Texture SemiGloss | • | A++ |
| Baryta FB 350 | • | 14.6 mil | 350 gsm | Baryta + OBA | Bright White | Smooth SemiGloss | • | A- |

### HAHNEMÜHLE DIGITAL PHOTO

| Photo Silk Baryta 310 | • | 12.3 mil | 310 gsm | Baryta | White | Smooth SemiGloss | Optimal | A+ |
| Photo Gloss Baryta | • | 12.6 mil | 320 gsm | Baryta + OBA | Bright White | Smooth Gloss | • | A |
| Photo Glossy 260 | • | 10.4 mil | 260 gsm | • | Bright White | Smooth High Gloss | • | B+ |
| Photo Luster 260 | • | 10.4 mil | 260 gsm | • | Bright White | Lustre / Pearl | • | B+ |
| Photo Pearl 310 | • | 11.8 mil | 310 gsm | • | Bright White | Lustre / Pearl | • | A |
| Photo Matt Fibre 200 | • | 11.8 mil | 200 gsm | • | Warm White | Smooth Matte | • | B |
| Photo Matt Fibre Duo 210 | • | 12.6 mil | 210 gsm | • | Warm White | Smooth Matte | • | B |

### ILFORD

| Galerie Prestige Gold Mono Silk | • | 10.5 mil | 270 gsm | • | Bright White | Smooth High Glossy | • | A++ |
| Galerie Prestige Gold Cotton Smooth | • | 21.5 mil | 330 gsm | • | Natural White | Smooth Matte | • | A+ |
| Galerie Prestige Gold Cotton Textured | • | 22.5 mil | 330 gsm | • | Natural White | Matte Rough Texture | • | A+ |
| Galerie Prestige Fine Art Smooth | • | 13.0 mil | 220 gsm | • | Bright White | Smooth Matte | • | A+ |
| Galerie Prestige Fine Art Textured | • | 13.0 mil | 220 gsm | • | Bright White | Matte Rough Texture | • | A+ |
| Galerie Prestige Gold High Gloss | White Poly/Film | 7.0 mil | 215 gsm | • | Bright White | Smooth High Glossy | • | A++ |
| Galerie Prestige Smooth Gloss | • | 12.0 mil | 310 gsm | • | Bright White | Glossy | • | A |
| Galerie Prestige Smooth Pearl | • | 12.0 mil | 310 gsm | • | Bright White | Lustre / Pearl | • | A |
| Galerie Prestige Gold Fibre Silk | • | 12.5 mil | 310 gsm | Baryta | Bright White | Smooth Semi-Gloss | • | A |
| Galerie Prestige Gold Fibre Gloss | • | 16.9 mil | 310 gsm | • | Bright White | Smooth Semi-Gloss | • | A++ |
| Galerie Prestige Smooth Cotton Rag | • | 19.1 mil | 310 gsm | • | White | Smooth Matte | • | A+ |
| Galerie Prestige Textured Cotton Rag | • | 19.7 mil | 310 gsm | • | White | Textured Matte | • | A++ |
| Galerie Prestige Cotton Artist Textured | • | 23.4 mil | 310 gsm | • | White | Rough Textured Matte | • | A++ |
| Galerie Prestige Fine Art Smooth 200 | • | 11.8 mil | 200 gsm | • | Warm White | Smooth Matte | • | A |
| Galerie Prestige Gold Raster Silk | • | 10.4 mil | 290 gsm | • | Warm White | Silk | • | A+ |
| Galerie Prestige Semigloss Duo | • | 9.8 mil | 250 gsm | • | Warm White | Semigloss | • | A++ |

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Questions? Call us at 800.292.6137

Need more information? FreestylePhoto.Biz
WANT A PERFECT PRINT?

A profile that you download from an inkjet paper manufacturer’s website is a good profile. This is a profile that was created for a specific paper, from a specific printer, but not YOUR printer. All printers are different and because of this reason, this is considered a generic profile.

Think of a generic profile as a pair of reading glasses you might purchase at the drug store. They will get you close, but they are never perfect because they are made for everyone, but not you specifically. (They’ll probably get the job done well enough, but they’re not made for your eyes) for that you need a professional examination from your doctor to analyze your unique requirements.

Custom profiles are exactly that!

The perfect prescription for your printer to be able to see paper, in the most perfect way possible. No two people have exactly the same prescription and no two printers print exactly the same, even if they’re the same model and manufacturer.

Custom profiles will allow you to realize the full potential of your images on paper in color accuracy, overall color gamut, maximum black and shadow detail. If you want to print your images knowing that you are printing the very best image possible, custom profiles are for you.

WE HAVE YOUR PAPER PRESCRIPTION!

FREESTYLE CAN CREATE FOR YOU A CUSTOM PROFILE FOR YOUR PRINTER, FOR ANY PAPER, FOR ONLY $99.00

We will send you a template to print out a test pattern that you will simply mail back to us.

We then scan in those colors and with our professional profile creating hardware and software, create a one-of-a-kind CUSTOM PROFILE for your system, that will greatly enhance your images.

We scan in 2,108 color patches allowing us to create the most accurate custom profiles.

Our Profile Creator is not something that you can buy over the counter and creates the BEST CUSTOM PROFILES you will ever see! In fact, we are so confident that your image quality will be significantly enhanced that we offer a...

100% GUARANTEE!

On custom profiles! See website for more details.

A GENERIC PROFILE vs A CUSTOM PROFILE

Custom profiles, created by us, allow you to achieve more accurate color and richer blacks than manufacturer’s generic profiles. The quality of your profile is the most important part of the digital printing process.
TO SEE OUR COMPLETE SELECTION OF INKS FOR YOUR CANON PRINTERS, VISIT OUR WEBSITE AT WWW.FREESTYLEPHOTO.BIZ/INKJET

CAmON IMaGePRoGraf PRo-1000 PRINTER

In many ways, the 17-inch wide imagePROGRAF PRO-1000 is a beefier, higher-performing version of the 13-inch wide PIXMA PRO-1, with a printhead which is 50% larger. The new head packs a whopping 18,423 nozzles into 1.28 inches of space and is capable of laying down 32 million droplets of ink per second. Canon has even rolled out a new 12-cartridge inkset for the line, the LUCIA PRO. Notably, the pigment configuration includes a Chroma Optimizer that reduces metamerism in among the usual suspects (cyan, photo cyan, magenta, photo magenta, yellow, red, blue, gray, photo gray, photo black and matte black). The imagePROGRAF PRO-1000 thankfully has dedicated nozzles for each of their black inks, saving you time and ink by eliminating the switching process.

CAmON IMaGePRoGraf PRO-2000, 4000 & 6000 PRINTERS

From professional photographers to graphic designers, they openly share what they need and want in a printer, like stunning, black-and-white prints with deep blacks, detailed gradations, and a wide color gamut that accurately reproduces even the most difficult colors. Introducing the Canon imagePROGRAF PRO Series printers with the LUCIA PRO ink system that allows you to preserve, display and re-create each detail from capture to output. Faithfully reproduce every nuance and color of that original scene for the truest prints possible. Using new pigment ink with modified compositions, LUCIA PRO Inks have enabled a broader color gamut and greater shadow reproduction in dark areas. At the heart of the imagePROGRAF PRO series is a 1.28” wide print head. Expanding the printing area with each movement of the print head, print speeds are drastically improved, which increases your productivity through efficient high-speed printing.

THE FINAL KEY...

The final key is having a quality, pigment-based printer. With a large-format printer over a desktop, you’re not only gaining printing speed, but also significant SAVINGS ON INK due to larger cartridges and lower cost per ml. And when you purchase a printer from us...

We can SET IT UP FOR YOU!

Whether you are 20 miles or 2,000 miles away... we offer on-site installation for those within driving range, or remote set-up (using Skype or similar) for those outside of our area. We walk you through the installation process, printer and color calibration, and take you through the printing process - showing you all the tips and settings you need to make the PERFECT PRINT! You also have full access to us for any and all technical support or just general artistic advice.

IT’S GUARANTEED!

PRINTER SET-UP RATES

Remote Set-up, when printer is purchased from Freestyle $ 99
On-site Installation (within 25-mile radius of Freestyle) $ 199
Additional mileage charge for installs outside of 25-mile radius. Call for details.

Best Prices on Canon Inks

To see our complete selection of inks for your Canon printers, visit our website at www.FreestylePhoto.Biz/Inkjet

Need more information? FreestylePhoto.Biz
EPSON SURECOLOR® P400
A perfect 13” printer for advanced amateur photographic prints, professional illustrations, archival scrapbooking and various DIY projects. Utilizing UltraChrome HG2 pigment inks, colors are stunning, and with the built-in Gloss Optimizer, photographic prints on glossy papers are breathtaking.

EPSON SURECOLOR® P600
The SureColor P600 is Epson’s “entry-level” photographic printer for enthusiasts and pros alike. Utilizing the exact same UltraChrome HD 8-color archival pigments used within most expensive printers, this is one of the most advanced 13” wide printers available today.

EPSON SURECOLOR® P800
The SureColor P800 is Epson’s replacement to the revered Epson Stylus® Pro 3880. A true professional-level photographic printer with advanced media handling up to 17” wide, the SureColor P800 is considered by many artists to be the benchmark standard for serious photographic imaging.

EPSON P6000 AND P8000 Printers
The 24-inch Epson SureColor® P6000 and 44-inch SureColor P8000 printers are the worthy successors to the class-leading Epson Stylus Pro 890 Series. Designed for general purpose graphics and photographic applications, they incorporate the latest imaging technology, including an exotic Epson PrecisionCore® TFP® print head, with advanced media handling options from cut sheet to roll, plain papers to photographic, fine art, and even 1.5 mm thick poster boards.

EPSON P7000 AND P9000 Printers
The 24" Epson SureColor® P7000 and 44" SureColor P9000 printers are the worthy successors to the revered Epson Stylus Pro 900 Series. Designed for professional proofing and photographic applications, they incorporate the latest imaging technologies – including the unique Epson UltraChrome® HDX ten-color pigmented ink set. With advanced media handling options from cut sheet to roll, plain papers to photographic, fine art, and even 1.5 mm thick poster boards.

EPSON P10000 AND P20000 Printers
The Epson SureColor® P10000 44” and P20000 64” Wide Format Inkjet Printers are the successor to one of the most widely used fine art printers ever developed – the Epson Stylus® Pro 11880. Designed for high-production photographic, fine art, and indoor display graphics printing, it incorporates newly-developed imaging technologies – including an all-new high-performance 2.6” wide Epson PrecisionCore® MicroTFP® print head, along with an all-new Epson UltraChrome PRO nine-color pigmented ink set – including four levels of gray – the all-new SureColor® P20000 is the ultimate production tools for the demanding requirements of high-production color and black-and-white fine art printmaking. Including advanced media handling options from cut sheet to roll, from plain papers to photographic, fine art, and even 1.5 mm thick poster boards.

Questions? Call us at 800.292.6137
When you’ve created a truly amazing image that’s worthy of hanging or selling, you’ll want to make sure your presentation of the piece is both professional and archival. Arista Mat Board helps to add a decorative element within the photo frame and also acts to protect and provide a buffer between the work and the glass. Condensation can develop on the inside of the glass and be transferred to your print if they are not separated, resulting in water damage, mold or mildew. See website for prices.

These sprays offer some UV protection and help resist scuffs, scratches. They also keep contamination from deteriorating your prints over time.

31101 PremierArt Print Shield Spray, 400ml $ 14.99
11640702 Hahnemühle Protective Spray, 14 oz. $ 17.59

Arts and collectors recognize that a deckle edge provides a hand-of-man look that a straight edge print doesn’t have. A feathery edge on photographic and art prints can increase the perceived value by the customer. Many of the photography-related social media apps understand this desire for the mould made look, as they have many “frame” options that deckle the edge of your digital images. Now, it’s never been easier to achieve that look with your actual prints... With the Dual Edge Ripper, you can add a deckle edge look to all your artwork and prints - fast and easy - the “Ripper” way.

Choose from three different Rippers Original, Classic and Extreme (each with two different edges) you can get the edge you’ve always wanted.

Don’t forget to PROTECT your beautiful prints!

These sprays offer some UV protection and help resist scuffs, scratches. They also keep contamination from deteriorating your prints over time.

31101 PremierArt Print Shield Spray, 400ml $ 14.99
11640702 Hahnemühle Protective Spray, 14 oz. $ 17.59

This is a VERY BRIEF selection of essential items to help you in your creative process that will save time and money. To see the rest of the essentials, visit FreestylePhoto.Biz

Questions? Call us at 800.292.6137

Need more information?
Revolog films are perfect for experimenting and getting special effects for analog photography.

**DO YOU WANT TO GET CREATIVE?**

**PSYCHEDELIC BLUES 400**
35mm x 36 exp.

Psychedelic Blues 400 is for photographers looking to add a colorful light-leak look to their photos, without using a light-leak prone camera body or lens. For even more psychedelic fun, a color filter can be put on your lens or over your light source.

**CINESTILL**

Amazing technology of motion picture film, prepped and rolled for still photography.

The new and improved proprietary “Premoval” process makes motion picture film safe to process in standard C-41 photo lab chemicals or at home. This emulsion is optimized for a hybrid workflow, ideal for scanning, and when processed in C-41 chemistry it can be optically printed on RA-4 paper.

CineStill 50 Daylight Fine Grain Color Film 35mm Format is boasted to be the world’s finest grain film! CineStill 50D is an ISO 50/18° speed daylight balanced (5500K) motion picture emulsion. Technology borrowed from Hollywood’s wunderkind, Kodak 50D, prepped and rolled for safe C-41 standard development as an ISO 50 film and can be push processed.

CineStill 800T Available in 35mm and 120

This film is great when rated ISO 200-2000 and can be pushed over 3000! This color negative film is prepared from the same motion picture material used by top cinematographers around the world. This film is designed for difficult low light tungsten situations and may be used in many different lighting situations to achieve a variety of looks.

**CINESTILL 50D**
Available in 35mm and 120

**CINESTILL 800T**
Available in 35mm and 120

**REVOLG LAZER 200 ISO**
35mm x 36 exp.

This effect brings you green and blue lines that go through the image. The effect includes the sprockets, so it’s great to try out with cameras like the “sprocket rocket” or 120 film cameras with a 35mm adapter.

**REVOLG RASP 200 ISO**
35mm x 36 exp.

The picture will show colored lines, that are either running sideways or down. The exposure will not change the effect, but the lines are more visible in darker parts of the picture.

**REVOLG 600NM 200 ISO**
35mm x 36 exp.

Depending on where the film is developed, your picture will either turn out reddish or blueish green. Overexposure dampens the effect and underexposure makes it more visible.

**REVOLG STREAK 200 ISO**
35mm x 36 exp.

With Revolog Streak film, the effect looks as if you were viewing your image through a scratched window. You’ll see the fibre-like structures are more visible in darker parts of the image.

**REVOLG 460NM 200 ISO**
35mm x 36 exp.

This film changes the colour of the picture. Depending on development, the picture will either have a greenish/yellow or a violet/blue tint. Underexposure makes the effect stronger and overexposure dampens it.

**REVOLG VOLVOX 200 ISO**
35mm x 36 exp.

With this film you’ll get bright green dots in different shapes and sizes all over the picture. The dots are also more visible in darker parts of the image and will give the picture a three dimensional effect.

Questions? Call us at 800.292.6137

Need more information? FreestylePhoto.Biz
THE STORY... Rollei began in 1920, in a precision mechanics and optics workshop in Braunschweig, Germany. Reinhold Heidecke, a native of the Vogtland region, had the explicit idea of marketing a new kind of roll film camera. After an extensive research and development period, he introduced the twin-lens Rolleiflex, a pioneering roll film camera. Today, you can find a wide range of high quality Rollei films, papers and chemicals, including liquid emulsions.

NEW LOWER PRICES!

FOMAPAN FILM

Founded in 1921, FOMA BOHEMIA has been producing black and white film, paper, and chemicals for almost 100 years. Based in the Czech Republic, they are one of the only factories in the world still producing a full range of B&W products and we've lowered prices by up to 25% on almost all Fomapan Films.

~ SHOOT FILM, PRINT DIGITALLY! ~

FOMAPAN FILM

This is a fine grain film that enables good sharpness and a broad tonal range with good contrast. Available in 25, 100, 400 ISO and in 120 and 35mm formats.

SUPERPAN

It's a negative film with very fine grain, excellent sharpness and superb contrast. This film is a true Agfa Scala successor and perfect for reversal process development.

ORTH0 25

A monochrome photographic film with a nominal sensitivity of ISO 25. This film features extraordinary sharpness and extremely fine grain that makes it ideal for printed publication photography.

INFRARED

Well suited for experimental and scientific photography, this film has a sensitivity up to 820nm and an ISO of 400 without filtering.

RETRO 80S

An excellent universal film, ideal for a wide range of applications, such as portrait, landscape and product photography.

Questions? Call us at 800.292.6137

Need more information? FreestylePhoto.Biz

IT’S ALL IN BLACK AND WHITE!

Now Available in 120 size!

JCH STREETPAN 400

The emulsion on the JCH StreetPan 400 is coated onto a transparent polyester base providing excellent dimensional stability. The very fine grain and the high speed make this film an ideal for use in a wide range of conditions. The film offers excellent penetration through haze, fog and other atmospheric conditions liable to affect the image quality, creating images that are sharp. Although a high speed, the grain of the emulsion is low thanks to the 2-layer emulsion architecture.

163500 JCH StreetPan 35mm $ 8.99
163600 JCH StreetPan 400 120 $ 9.99

© Josh Fassbind
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All in-stock orders are shipped the same day, Monday through Friday when placed by 12:00 noon Pacific Time (3:00 pm Eastern Time). Excludes Sat., Sun. and major holidays.

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Shipping charges are added to all orders as follows: Up to $25.00 is $5.99, $25.01 to $50.00 is $7.99, $50.01 to $75.00 is $9.99, $75.01 to $100.00 is $10.99, $5.00 per hundred thereafter. Maximum charge $59.99.
An additional shipping surcharge applies to some oversize/overweight items regardless of the shipping address or method. These items are designated by “SW” and the item weight is listed. This will be calculated for you at the time your order is taken. We use the best possible ground shipping service available. For faster shipping, please call us for a quote on the rates and delivery times. P.O. Box orders call for rates.

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Sales tax is Only charged on orders shipping within California. Tax rate within Los Angeles County is 9.5%. Tax rate outside Los Angeles County is 7.75%.

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NO MINIMUM ORDERS!

JOLLYLOOK

The vintage styled camera that works with Instax mini film, and is made from recycled cardboard!

The Holga camera is a study in imperfection. To use it is an exercise in breaking free – from technology, precision and control. The images it produces are affected by vignetting and light leaks that are unique to each Holga camera – making sure every image you shoot is unique, as well!

CHOOSE FROM 3 MODELS

144120 120N Black  $ 39.99
785120 120N White  $ 44.99
296120 120GCFN Black with Color Wheel Flash  $ 59.99

Don't forget the film! See pages 34 -37

JOLLYLOOK

The vintage styled camera that works with Instax mini film, and is made from recycled cardboard!

HOLGA IS HOT!

PERFECTLY IMPERFECT!

A simple fold out camera for analog snapshots, made entirely from recycled paper and cardboard. No electronics - some paper, a pair of lenses and a cartridge for instant mini photos. The camera body, the shutter and aperture are made of thick paper and laminated cardboard. Using this camera is like being transported to another time, when bellows cameras were a common sight. Matching its vintage style with Fujifilm’s modern, high-ISO Instax film technology gives this toy-like throwback some serious real-world capabilities. Choose from eight different apertures, from f/8 to f/64 and a pinhole. With the simple insertion of a weight, you can change between two shutter speeds - 1/125 or 1/160 of a second. Setting the camera in “M”anual mode is like a Bulb setting - press the shutter release once to start the photo, leave open as long as needed, then press the release again to close the shutter; this is especially useful with the pinhole aperture.

Optional
Neck Strap,
Tripod Plate and Filters available

HOLGA 120N BLACK

HOLGA 120GCFN BLACK

HOLGA 120N WHITE

Questions? Call us at 800.292.6137

To see more unique films for your 35mm or 120 camera, go here