

## **MAXIMIZING YOUR ART INCOME THROUGH PRINTS**

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The more you market your ideas, the greater chance you have of selling your creation beyond the original art.\*

There are two printing facilities in Naples that can scan your original art as giclée's and in any size. **G& H Printing and HITEK Printing.**

Each facilities scanning process are uniquely different however, their production costs are comparable.

#### **HITEK PRINTING:**

Located in Naples at the intersection of Industrial Blvd. and Corporate Square Blvd. Hitek uses state-of-the-art flatbed scanner called Versascan 3650, made in Germany. It is a fairly new scanner that was purchased in 2019 for \$95,000. It's size and mobility makes it ideal for most applications and can scan up to 48" x 70" images. Versascan provides the highest optical resolution and productivity. This scanner comes with V3D which is a new scanning technology allowing users to scan many different types of originals, including fragile originals. It offers the capability of digitizing structured surfaces such as wood, rubber, plastic, fabrics, carpet and many more types of material. In addition, the 3D feature is able to scan different lighting scenarios where the same area is being captured with several different lighting angles. As a result images offer perfect reproduction of nearly any structured surface. It also increases the depth of field significantly.

After the image is scanned a prepress operator manipulates the colors to match any image. They then use water-based Aqueous inks which are combined with dyes or pigments to any surface. The ink is then introduced to heat or convection air flow to assist with the evaporation of the water-based components leaving the pigment or dye behind on the paper or canvas. Due to the polarity of the water-based content, the aqueous inks absorb well into other polar surfaces such as paper. Aqueous prints are then laminated with thermal or pressure-sensitive adhesive laminates to increase their longevity. The final step is sealing the image with a water-base fine arts sealer. **This scanner is far superior than any camera.**

#### **G&H PRINTING:**

Located on the borderline of Bonita Springs and Naples on Rail Head Blvd and 41.

G&H uses a Sony ILCE-7RM4A 35 mm digital camera with a full-frame image sensor, made in Japan and it is 5 years old and costs \$3500.00. G&H uses the same process as HITEK but with a digital camera to accomplish the same results. However, unlike a flatbed scanner It is impossible to compare a flatbed scanner with a digital camera. They are completely different technology.

## **Sony digital camera verses a Versa 3650 flatbed:**

It is all about lighting. Unlike a flatbed scanner, the Sony camera's accurate focus may not be achieved with subjects in certain situations. It is limited to continuous photo of image and light exposure is not always accurate. Hitek's flatbed is 48" x 70" and can scan larger images by stitching together files when they are oversized. All 4 corners of a flatbed holds and scans lighting securely without losing any definition compared to the Sony camera which can lose important details. Please refer to proof examples for comparison. In addition, Hitek can change dpi's (dots per inch) with a scanner but a camera is not able to do this. That can be critical if you are trying to achieve more clarity and focus on certain subjects.

**Sony camera is not able to capture details compared to a Versa flatbed scanner.** Flatbed scanners are easier to use compared to cameras that are capturing an image or a photographic print. In addition, Flatbed scanners often feature a higher effective resolution than many digital cameras.

\*Please note that as an artist you own rights to your work.