

MORE COLORS.
MORE VERSATILITY.
MORE GLAMOUR.



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Kodak Professional Endura
Premier Metallic Paper

Connect with Pro Quality

KODAK PROFESSIONAL ENDURA MEDIA'S BEST METALLIC, COLOR NEGATIVE PAPER.

The flagship among the award-winning KODAK PROFESSIONAL ENDURA Papers is KODAK PROFESSIONAL ENDURA Premier Metallic Paper. ENDURA Premier Metallic Paper has the distinctive, attention-getting, glossy finish and metallic appearance that will draw all eyes to your work. ENDURA Premier Metallic Paper helps create striking, some say "glamorous," prints with exceptional visual interest and depth that will appeal to professional photographers, specifiers and display designers seeking a dramatic look.

ENDURA Premier Metallic Paper features a technological breakthrough, the latest advancement in coupler technology, that addresses your lab's and your customers' needs to create high-quality image output — professional images that meet the demands of both portrait/social and commercial applications. Now, due to our innovative cyan dispersion and emulsion technology, you can benefit from an even larger color gamut, all the while maintaining clean whites, rich blacks, and accurate skin tones. This paper will produce more colors than were possible with previous ENDURA Papers. Additionally, black-and-white scenes appear stunning, with dramatic impact and excellent contrast.

Kodak understands that your lab is constantly looking for options to differentiate your work, to set itself apart from the competition, improve quality, grow business opportunities, and meet its customers' high expectations. ENDURA Premier Metallic Paper provides the advantage you need, due to:

- Distinctive, eye-catching, metallic look
- Expands portrait print, album and book options; accenting quality, developing new business
- Drives commercial sales interest for standard exhibits and pop-up displays
- Increased color gamut for stronger, brighter, more vibrant colors
- Natural-looking skin tones
- Excellent D-Min for clean-looking whites
- Higher D-Max capability for bold, rich blacks*
- Clean, sharp text and graphics for photo books, greeting cards and more

Offer ENDURA Premier Metallic Paper to photographers and specifiers to expand package orders or to open up new avenues of business. The paper is ideal for both portrait and commercial applications (e.g. sports, special events, youth, wedding mementos, press kits, photo décor, pop-up, and display images).

ENDURA Premier Metallic Paper uses a proprietary combination of film laminate layers to produce three-dimensional, outstanding, lasting prints on an ultra-bright background. Many photographers have described this effect as "chrome on paper." Its professional emulsion set provides extreme sharpness, brightness, and color saturation with an intense black density that increases its appeal. The proprietary laminate layers also increase the strength and tear resistance of the final print, increasing the opportunities for display applications.

ENDURA Premier Metallic Paper upholds the family of the ENDURA Papers' tradition of state-of-the-art image stability, robust and economical processing performance, excellent latent image keeping and post-process finishing. ENDURA Premier Metallic Paper maintains exceptional high-intensity reciprocity characteristics for digital and optical exposing devices.

ENDURA Premier Metallic Paper offers exceptional sharpness for type and graphics. Text reproduction is crisp, clean and precise.

ENDURA Premier Metallic Paper is the most notable, professional color negative paper, due to its distinctive look. It is the popular choice for contemporary-looking prints, albums and books. If you desire an attention-grabbing, high-performing, professional paper that provides amazing color, exceptional quality, state-of-the-art longevity, and excellent durability, choose ENDURA Premier Metallic Paper.





Kodak Professional Endura

Premier Metallic Paper

Features	Benefits
<i>Image Performance</i>	
Improved D-Max capability*	<ul style="list-style-type: none"> • Bold, rich blacks for better contrasts
Increased color gamut from our advanced color dispersion technology	<ul style="list-style-type: none"> • More colors • Strong, bright colors: especially vibrant greens, blues, yellows and cyan
Accurate skin tone reproduction	<ul style="list-style-type: none"> • Ideal for portrait applications • Neutral tone scale — from highlights to shadows
Excellent D-Min	<ul style="list-style-type: none"> • Lighter in density • Clean-looking whites
Exceptional sharpness for type and graphics	<ul style="list-style-type: none"> • Text/graphic reproduction is clean and sharp
State-of-the-art image stability**	<ul style="list-style-type: none"> • 100 years in typical home display, 200 years in dark storage • 20 months for high-intensity commercial reflection display under 5000 lux
Backprint	<ul style="list-style-type: none"> • KODAK PROFESSIONAL ENDURA Paper
<i>Workflow Productivity</i>	
Improved latent image keeping	<ul style="list-style-type: none"> • Commercial use now comparable to portrait/social performance
Improved post-process finishing	<ul style="list-style-type: none"> • Ideal for photo books, albums, wraps, cards, etc. • Mounts easily to a variety of substrates
Maintains robust and economical processing performance	<ul style="list-style-type: none"> • Minimum curl with humidity changes • Exceptional durability and tear resistance • Pencil write-ability on the back • Post-process mounting, stripping, etc. • Print consistency • Easy to calibrate workflow • Clean/reduced process maintenance • Low operating costs • Low environmental impact
Maintains exceptional high-intensity reciprocity characteristics	<ul style="list-style-type: none"> • For digital (CRT, LED and laser) and optical exposing devices

*Results vary by printer type and manufacturer.

**Based on product application including specific light levels and temperature conditions.



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Backprint visibly identifies
KODAK PROFESSIONAL
ENDURA Paper

KODAK PROFESSIONAL ENDURA Premier Metallic Paper is designed for processing in standard KODAK EKTACOLOR Chemicals for Process RA-4.

ICC output profiles, calibration routines, and printer aims are available at www.kodakalaris.com/go/premiermetallic. To further optimize results on your system, the Kodak Pro Lab Resource Center offers a customized profiling service for pro labs at www.kodakalaris.com/go/prolabrc.

Availability

This paper is available in roll formats and comes with a backprint: "KODAK PROFESSIONAL ENDURA Paper." This backprint visually identifies the long-lasting, professional-quality results of KODAK PROFESSIONAL Products. Sizes and catalog numbers may differ from country to country. See your supplier of Kodak Alaris products.

More Information

For technical information, see Kodak Publication E-4071 available at www.kodakalaris.com/go/premiermetallic. Or contact your Kodak Alaris representative.

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