

THE CREATIVE MEMORIES DICTIONARY

The Technology Center produces this guide of Creative Memories terms to provide further information on the meaning of various phrases. In many cases, these phrases do not have standard definitions. The definitions in this dictionary apply only to Creative Memories. Other manufacturers may have different definitions.

Accelerated Aging

A test that uses elevated temperature and humidity to predict long-term product performance;



Accelerated Aging Chambers

typically, products age 10-20 years in six months to one year real time.

Acid Burn

A brown line or brown coloration on paper or memorabilia that is the result of prolonged contact with acidic cardboard or other materials.

Acid-Free

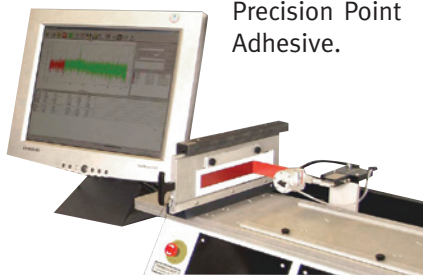
Acid damages photographs, memorabilia and artwork. Acid free materials have a lab-tested pH between 7.0 and 9.5.



Cold extraction pH test

Adhesive

Material for permanently mounting photographs and memorabilia. Creative Memories adhesives include Tape Runner, Photo Tape, Frosted Splits and Precision Point Adhesive.



Peel-test for adhesive permanence

Album

Book with flexible strap binding designed to preserve photographs and memorabilia; bound book containing preformed Story Sleeves that hold photographs, memorabilia and journaling.



Album Liner



Paper or cloth used on the front and back cover of the album.

Album Pages

Removable paper sheets with reinforced edges for mounting photographs and memorabilia.



Spargo, natural, white and black album pages

Album Strap

Removable polyethylene strap that holds the album pages in the album.



Archival

An ambiguous term used to describe everything from backup copies of computer files to documents that will remain accessible for an indefinite time in the future. The term is no longer used in International Standards for imaging materials or at Creative Memories.

ASTM International

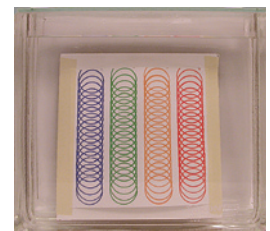
Worldwide organization that develops technical standards for materials, products, systems and services.

ASTM D-4236

The international standard that requires labels for art materials to list components that may produce chronic, adverse health effects.

Bleed-Resistant

Material that resists color transfer when placed in water or in a humid environment.



Pen writing samples in distilled water

Buffered

Buffered materials resist the effects of acids in the environment or in memorabilia. Photo-safe buffered material has an alkaline reserve of at least two percent calcium carbonate.



Measurement of buffer content in paper

CD

An abbreviation for compact disc, which is a laser-encoded plastic disc designed to store large amounts of data. Gold phthalocyanine CD-Rs may be used to preserve digital image files. CD-RWs are not recommended for long-term preservation.



Coverholder

Polypropylene piece that holds the album strap at the front and back of each Creative Memories album.



Coverset

Front and back pieces, spine, coverholders and album straps of a Creative Memories album.



Dark Storage

Storage in the absence of light, such as inside a closed Creative Memories album; recommended for photographs and memorabilia.



Digital Image

An image stored as a digital file on a camera, memory card, photo CD or computer hard disk.

Digital Print

Print produced from a digital file, typically using an inkjet, dye sublimation, or electrophotographic printer.



Representative printers from the major manufacturers

DVD

An abbreviation for Digital Versatile Disc, which is basically a high density CD. DVD-Rs and DVD+Rs may be used to preserve digital files. DVD-RWs, DVD+RWs, and DVD-RAMs are not recommended for long-term preservation. See CD.

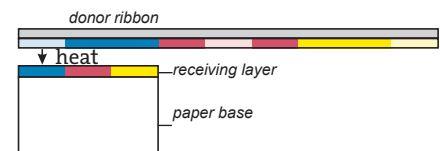
Dye Series

Paper that is acid-free, lignin-free, buffered, and passes the Photographic Activity Test.



Dye Sublimation

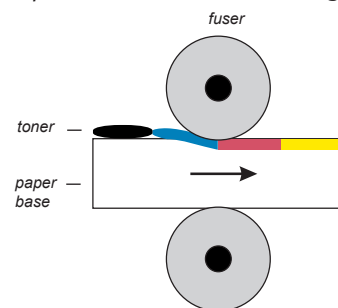
Printing process that uses heat to transfer colorant from a donor ribbon to the final print. Snapshot-sized photo printers and photo kiosks frequently use this process; also known as dye diffusion thermal transfer.



A full-color dye sublimation print requires yellow, magenta, and cyan dye transfer from three separate color patches.

Electrophotography

Printing process that transfers toner to the paper and then fuses it in place. Photocopiers and laser printers use this technology.

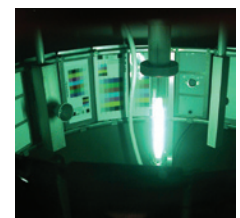


Hot rollers permanently fuse yellow, magenta, cyan and black toners into the paper base.

Fade-Resistant

Material that resists color change when exposed to light.

Paper samples in the Weather-Ometer



Fiber-Based Print

Photograph produced on paper that is not resin coated, typically seen in heritage or fine art photography. See Resin-Coated (RC) Print.

Flysheet

Removable paper sheet with reinforced edges used in the front and back of some albums; front sheet which contains a printed bookplate and is not recommended for mounting photos.

Foil

Metallic sheeting applied to the surface of some Creative Memories albums and stickers to produce a shiny appearance; also used in Persona custom imprinting.



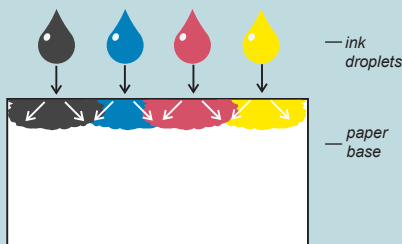
Frosted Split

Permanent self-adhesive tab with easy-to-remove backing paper. Frosted Splits are virtually invisible when used to adhere vellum paper.

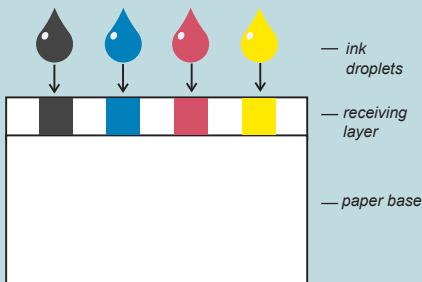


Inkjet

Printing process that deposits very small droplets of ink onto paper producing a full-color print from four inks and a photo-quality print from six or more inks; dominant printing technology for the home market.



Cross-section of uncoated (plain) paper. Ink penetrates the paper and spreads in all directions, which may cause bleed-through and loss of image detail.



Cross-section of coated paper. Ink penetrates the receiving layer only and not the paper, resulting in a sharper, brighter image.

International Organization for Standardization (ISO)

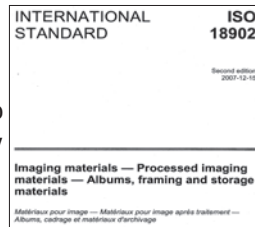
Worldwide organization that develops standards for various industries including the photographic industry.

ISO 11540

The international standard intended to prevent children from choking on caps for writing instruments.

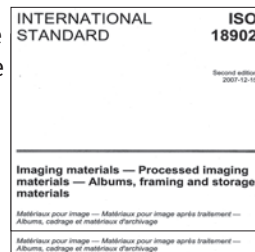
ISO 18902

The international standard stating that materials used for photographic albums, framing and storage materials must be acid-free, lignin-free, buffered and bleed-resistant to ensure that photographs do not prematurely deteriorate.



ISO 18932

The International standard that requires that adhesives used for mounting photographs be both photo-safe and permanent.



Lignin-Free

Lignin is a naturally occurring component of wood pulp that causes paper to turn brown and become brittle with age. Photo-safe lignin-free paper products have the lignin content reduced to less than one percent.

Magnetic Album

An album with pages that have pre-applied adhesive and a hinged plastic sheet that covers the page. The pages in these albums tend to be acidic and will likely damage photographs over time.

Memorabilia

Any non-photographic material that goes into your scrapbook keepsake album, including items of personal significance such as wedding invitations, newspaper articles and ticket stubs.

Memorabilia Pocket

Polypropylene pocket intended to hold memorabilia in an album.

Milled

Process of adding colorant to paper in the pulping stages, rather than printing color onto the surface of the paper after it is manufactured.

Memory Manager™ Software

A Creative Memories tool for organizing and enhancing digital images. Memory Manager features a Memory Vault for storing images as well as audio and video clips. It includes image-editing tools, PicFolio™ Album planning, an image-organization system and many more valuable features.

Page Protector

Photo-safe polypropylene sleeve sealed at the top and bottom that slips over the album page to protect photographs and digital prints from fingerprints, abrasion, accidental spills and environmental contaminants.



Perfect Fit

Printed photo mounting paper that fits a 12 x 12 album page, allowing for "backdropping" the photo mounting paper behind photos and memorabilia.

Permanent

Adhesive intended to irreversibly mount photographs and other materials so that they become an integral part of the album; ink that is fade-resistant, water-resistant and resistant to chemical solvents.

pH

A numerical measurement of acidity and alkalinity, zero being very acidic, 14 being very alkaline, and seven being neutral.

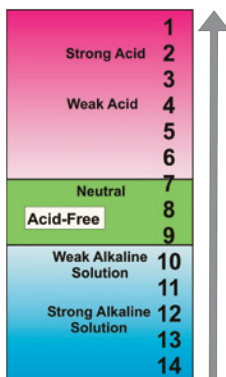


Photo Tape

Permanent self-adhesive roll of tape with easy-to-remove backing paper; can be cut to desired length.



Photographic Activity Test (PAT)

Test that identifies materials likely to react adversely with photographs. One of the routine tests that is part of Creative Memories' product development process.

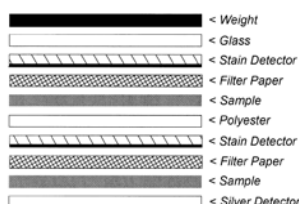


Photo Mounting Corner

Self-adhesive polypropylene triangle for the mounting and removal of photographs or memorabilia.

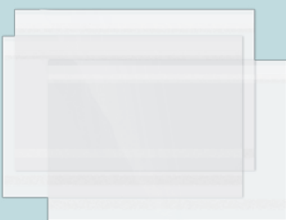


Photo Mounting Paper

Colored or printed paper intended for use as a backdrop or embellishment to mounted photographs.

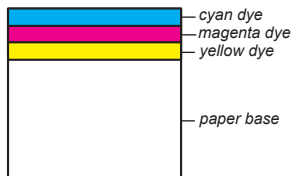
Photo Mounting Sleeve

Polypropylene enclosure closed on two sides; used to store photographs or memorabilia for removal at a later time.



Photographic Print

Print produced on traditional light-sensitive photographic paper; may be produced from an exposed negative or from a digital file.



Cross-section of traditional photographic paper, showing dye layers on paper base.

Photo-safe

Material that is acid-free, lignin-free, buffered, bleed-resistant and meets other ISO 18902 requirements so that it will not accelerate the natural aging of photographs. Photo-safe is frequently misused to describe materials that only meet acid-free or PAT requirements.



Polyester

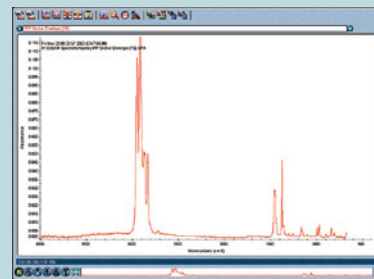
Photo-safe plastic used as a window in Creative Memories specialty albums.

Polyethylene

Photo-safe plastic in Creative Memories album straps and NegCare Sleeves.

Polypropylene

Photo-safe plastic in Creative Memories Page Protectors, Portrait Sleeves, Photo Mounting Sleeves, Photo Mounting Corners and coverholders.



Identification of Polypropylene

Polyvinyl Chloride (PVC)

A common plastic that is not photo-safe and should not be used in photo albums. PVC contains plasticizers (or softening agents) that can migrate out of the vinyl and cause photographs to fade or become discolored. PVC is characterized by a strong plastic smell.

Portrait Sleeve

Album-page-sized polypropylene enclosure with a reinforced edge that is closed on three sides for storing photographs or memorabilia.

Power™ Palette

A fully-coordinated, photo-safe collection of stickers, photo mounting paper, and journaling boxes designed to help customers quickly complete albums.

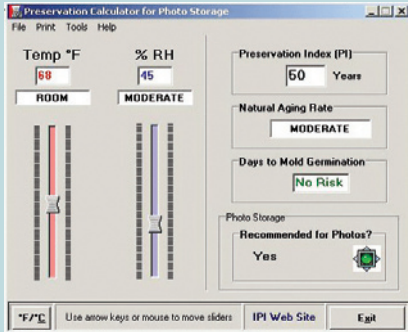
Precision Point Adhesive

Permanent, photo-safe liquid adhesive intended for mounting enhancements and other items.



Preservation Calculator

Tool to show the influence of temperature and relative humidity on the longevity of photographs; available at www.creativememories.com/technology/prescalc.



Quick Kit

Kit containing paper, stickers and other embellishments. The paper and ink are photo-safe; the stickers and embellishments that may not meet photo-safety requirements are strategically placed to avoid direct contact with photographs.

Recommended Storage Conditions

Temperature and relative humidity that minimizes the natural aging of photographs, memorabilia and images printed on Creative Memories digital papers; 77 degrees Fahrenheit (25 degrees Celsius) or less with 20 to 50 percent relative humidity; see also Dark Storage.

Reinforced Edge

Acid-free, lignin-free, buffered strip at the edge of Creative Memories album pages and Portrait Sleeves. Reinforced edges not only hold Page Protectors in place, but also strengthen the album pages, ensuring the pages will withstand years of use.

Resin-Coated (RC) Print

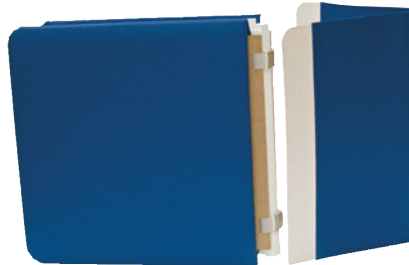
Photograph on polyethylene-coated paper. See Fiber-Based Print.

Shelf Life

The length of time that a product will function at an acceptable level. All stickers, adhesives and pens have a minimum shelf life of one year after shipping from Creative Memories; however, these products will generally last longer if properly stored.

Spine

Removable piece of reinforced book-cloth that is inserted into a closed-back album.



Stain Resistant

Material that is generally resistant to stains such as peanut butter, coffee and cola. Stain resistant materials can be cleaned with relative ease.

Stitch

Stainless steel wire on the edge of the album page that allows the album strap to hold the album page in the album.



StoryBook

Digitally printed custom photo books featuring unique decorative templates and journaling boxes. StoryBooks are created using StoryBook Creator Software.



Story Sleeve

Slip-in-style, polypropylene sleeves found in the PicFolio™ Albums. The sleeves are sealed on three sides, allowing for easy addition and removal of photos, memorabilia and journaling.



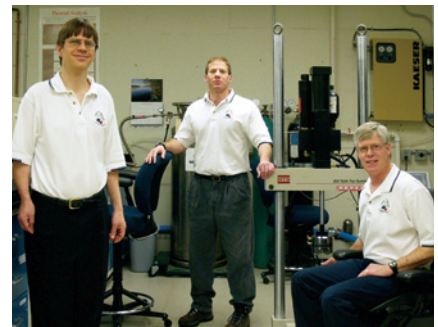
Tape Runner

Permanent segmented adhesive enclosed in a dispenser that applies the adhesive and removes the backing liner.



Technology Center

In-house organization that verifies long-term performance and photo-safety of Creative Memories products.



Vellum

Translucent paper in a wide variety of patterns and colors intended to resemble parchment. Vellum paper must be buffered to comply with ISO 18902.

Water-Resistant

See Bleed-Resistant.



Printed in the U.S.A.