

Wilhelm Research confirms Chromaluxe has very good long-term stability

Chromaluxe, the sublimation method, which enables uniquely brilliant images, achieved very good results for long-term durability in a test conducted by the world's leading "Wilhelm Imaging Research" institute. During Photokina, owner Henry Wilhelm, the expert for such investigations, explained in Cologne to journalists and printing specialists that Chromaluxe metal prints last about three times as long as silver halide prints, which according to his estimates is about 65 years.

□ Chromaluxe metal prints will hold their color about 65 years before fading with a defined light level, according to Henry Wilhelm (left). Wilhelm: That is three times as long as photochemical prints stand the light. Right Chromaluxe manager Charles Henniker-Heaton



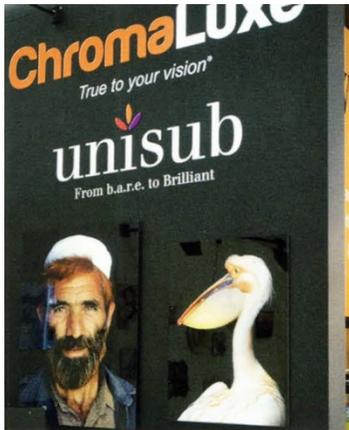
For those who have not yet heard about Chromaluxe: the basis of the process is prints with dye ink on a special paper which is then transferred to a specially coated metal plate under heat. In this sublimation process, the ink is transferred from the paper into the special coating on the metal under heat.

Stefan Fiedler, owner of Salon Iris in Vienna and one of the recognized fine-art printing specialists in Europe, is not without reason that Chromaluxe is the greatest advancement in the printing of high-quality photography since 1996, when the first digital pictures were printed on artist paper with the help of a modest Iris inkjet printer. Because the color-absorbing layer closes the pores after heating and ink transfer, the color molecules are properly encapsulated and thus shielded from air pollution and UV rays. The result is an exceptional holdability. This goes so far that, for example, graffiti can simply be wiped off on a Chromaluxe metal print with acetone.



□ Print specialists, watched at the booth of Chromaluxe in Hall 9 during the Photokina: from left Stefan Fiedler, Salon Iris (Vienna), Stefan Schramowski, Jam FineArtPrint (Berlin), Andreas Jankowsky, Jam FineArtPrint (Berlin) and author of FineArtPrinter, Henry Wilhelm as well as Joshua Greene, who restored and marketed the Marilyn Monroe pictures of his father Milton H. Greene (www.archiveimages.com), which were shown at the Innova booth in Cologne.

Wilhelm Research tested both the durability of the Chromaluxe panels in combination with the Epson Ultrachrome DS inks and the Sublijet HD Pro Photo XF Sawgrass inks. In both cases, the value was 65 years. What is decisive here is the relation of the durability of Chromaluxe metal prints compared to silver halide images, which Henry Wilhelms Institut investigates with the same measuring methods. "The Chromaluxe prints hold under comparable light conditions three times longer than those on a silver halide basis." With this - which is very important for Chromaluxe - the process, which is also used by artists such as Cindy Sherman for exhibitions, continues push through. Other providers also use the sublimation trend. For example, Sihl paper for sublimation printing was used in Cologne. Ilford had already shown at the FESPA in Amsterdam, which is largely based on the identical method and allows new image applications.



□ The pelican at the Chromaluxe stand is one of the winning pictures from the Chromaluxe competition, which FineArtPrinter carried out in the summer. The pelican won in the public vote and was submitted by Peter Moche from Dresden.

Chromaluxe pictures are available up to a size of 1.25 x 2.50 m. FineArtPrinter already detailed the procedure in editions 3/15 as well as 2/16 and 3/16. And in two photography competitions, users of the website www.fineartprinter.de also chose Bilder, which is from Bildwerk (www.bildwerk-gmbh.de) and Salon Iris (www.salon-iris.com) for the winners as Chromaluxe metal prints in the format 60 x 90 cm were produced and received the highest praise. For example, the winner Peter Moche: "Sensational brilliance, that leaves everything behind what I have seen so far from my photos." Hermann Will