

The Lab

@ Tom Fritz Studios, Inc.

Lab Services and price guide

2930 West
Clybourn Street
Milwaukee
Wisconsin 53208

Telephone

414.344.8300

Facsimile

414.344.6155

E-mail

lab@tomfritz.com

www.tomfritz.com/lab

THE LAB at Tom Fritz Studios is dedicated to helping you create the best images available by current processes, whether digital or conventional film.

While we currently maintain conventional color and black and white film processing and printing, we also offer digital services utilizing the state of the art equipment and techniques.

Our lab offers more than just a process. We are experts in the services we offer, with many years of experience rooted in conventional photographic science, and have advanced our skills to the most current techniques of electronic image making.

As photographers ourselves, we understand the aesthetics and styles of image making. We see ourselves as partners with you in realizing your vision and exploiting all available processes to their fullest potential.

We look forward to working with you on your next project.

*Tom, Fred,
and Mirabelle*



Scanning

We offer scanning of film originals up to 5"x7" on our **Imacon Precision III**. With optical resolution up to 6,300 PPI and 4.2 maximum density, the Imacon holds the film in an arc so that the light source and CCDs always scan the film at exactly the same focus point, providing absolute film flatness. Resolution and detail rival scans made on a drum scanner.

But if it's a drum scan you need, we offer them. Made on our **Optronics Osprey**, this scanner delivers resolution up to 8,128 PPI and unsurpassed dynamic range. Film up to 8"x10" can be fluid mounted for optimum results.

Reflective originals up to 8.5"x11.7" are scanned on our **Epson 1600** flat bed scanner. Optical resolution of 1,600 PPI and a maximum density of 3.6 provide superior files from your artwork.

- Originals can be transparencies, negatives, or reflective art
- Output file format is 8-bit/RGB TIFF (16-bit is available)
- All scans spotted for dust and slight imperfections
- Minimum charge is \$25.00. Prices are based on uncompressed file sizes.

File Size	Price	File Size	Price
2 MB	8.00	200 MB	95.00
30 MB	35.00	300 MB	135.00
75 MB	45.00	400 MB	175.00
150 MB	75.00	500 MB	225.00

- Files will be delivered on CD or DVD (no charge for media)
- We have FTP service available for file transfer via the internet
- Additional charges will apply for excessively dirty or damaged originals, color correction and retouching
- Normal service is 24 hours
- Rush service is 50% additional; 100% additional for under 4 hours

How do I know what size scan I need?

You can calculate the size of the file you need using this formula:

$$\left((\text{width} \times \text{ppi}) \times (\text{height} \times \text{ppi}) \times 3 \right) \div 1,000,000 = \text{File Size in mb}$$

You multiply the width and height (in inches) each by the resolution you need in pixels per inch, multiply those two totals, then multiply that total by 3 for the red, green, and blue color channels. Finally, divide that total by one million to get the number of megabytes.

So if you want to make an 8x10 print and your printer needs a file at 300 ppi, it would look like this:

$$\left((8 \times 300) \times (10 \times 300) \times 3 \right) \div 1,000,000;$$

$$2400 \times 3000 = 7,200,000$$

$$7,200,000 \times 3 = 21,600,000$$

$$21,600,000 \div 1,000,000 = 21.6 \text{ mb}$$



Copies from Reflective Art

Digital Captures

When your artwork can't be scanned because of size or medium, we can capture it with our Phase One P20 digital back. Using the P20 mounted on a view camera with a Flexadapter sliding back, the native file size of 48 MB can be doubled to 96 MB. Stunningly crisp reproduction with extremely accurate color matching, these files can be the basis for outstanding gicleé or lithographic prints. Files are provided as 8-bit/RGB TIFF (16-bit is available), color corrected to the closest possible match to your artwork.

File Size	Price
up to 48 MB	75.00
up to 96 MB	125.00

- Oversized artwork (greater than 24"x 30") add \$25.00
- Acetate overlays (per overlay) add \$20.00
- Framed artwork add \$20.00
- Unmounted artwork add \$10.00
- Oil paintings, fabrics, heavily textured, dimensional, or metallic media add 100%
- Pricing on unusual art such as paper sculpture, valuable paintings, and exceptionally large pieces will be quoted upon inspection of the artwork.
- Normal service is 48 hours; rush service add 100%

Color Transparencies & Negatives

Superior transparencies made from your artwork for use in four-color process printing, display, or projection. We provide precise color matching and controlled contrast, evaluated properly under 5000° K lighting. A range of several images of alternate color and density will be provided when necessary.

Similar to our transparency service, we can also photograph your artwork on color or black & white negative material. Prices include film processing but do not include prints from the negatives.

Film Size	Trans- parency	Color Neg	B&W Neg
35MM (<i>\$40 minimum</i>)	10.00		
4x5	50.00	40.00	35.00
8x10	85.00	60.00	50.00

Additional charges and service are the same as for digital captures above.

Inkjet Prints

Color or black and white prints made with UltraChrome K-3 inks on our Epson 3800 or 9800 printers. Remarkable clarity, vibrant color, and deep, rich blacks characterize the beautiful prints these machines produce. Archival qualities are superior to conventional photographic materials.

Our custom profiles and expert preparation of your image assure you that your print will be the best that this technology can deliver.

We offer several standard substrates but we'll work with you if there is a special paper you'd like. Papers we currently offer are:

- Epson Premium Luster Photo Paper
- Epson Premium Glossy Photo Paper
- Epson Enhanced Matte
- Hahnemühle Photo Rag
- Sunset Air-dried Gloss

You can see samples of these papers, upon which we have printed a variety of images, when you visit us.

Print Size	Epson Papers	Photo Rag & Sunset	
up to 8.5x11	25.00	35.00	
13x19	35.00	50.00	
16x20	48.00	64.00	
20x24	72.00	96.00	Prints 16x20 and larger include one proof
30x40	144.00	240.00	
40x60	288.00	480.00	
300-499 sq. in.	.15/sq. in.	.20/sq. in.	
500 & greater sq. in.	.12/sq. in.	.20/sq. in.	

- 24-hour service on small prints; 48 hours for 16x20 and larger
- Prices for large and off-sized prints can be calculated by using the price per square inch formula in the chart.
- Maximum print size is 44 inches wide by 30 feet.
- Duplicate prints made at the same time are discounted 20%; ask us for a quote if you have a large quantity you'd like printed.

We take care in setting up your file for the best output from our printers. To assure that you will be pleased with your print, **we offer a reduced size proof** with our prints 16x20 and larger. The first proof and corrections are included in the price of the print.

Subsequent proofs, if necessary, cost \$15 each.

Color correction and other adjustments to your file are billed at \$150 per hour in 15 minute increments.

Digital Services

Color Correction and Retouching

Color correction, retouching, compositing, and photo restoration are all available on both a project and an hourly basis. We'll be happy to discuss your particular project with you.

Conversions

Optimum offset reproduction requires more than just a mouse click. We can insure that your image will reproduce properly on press with a conversion that anticipates press conditions and is adjusted to take full advantage of the CMYK color space.

Converting from color to black and white demands that contrast that relies on color be changed to contrast that relies on luminance. We evaluate each image and adjust to maintain tonal separation in each important area.

Supplied File	Price	Supplied File	Price
TIFF	15.00	RAW	25.00

SWOP Certified Proofs

Know what your image will look like when it comes off the press before you turn it over to your client or production house. Our proofs are run on a SWOP certified system using the Epson 9800 and Colorburst RIP. We proof to SWOP standards but we can match other output devices at your request.

Larger proof sizes are available. Multiple small images can be combined on a single proof.

Proof Size	Price	Proof Size	Price
9x12	35.00	12x18	55.00

Web Galleries

Show the images from your shoot in a gallery on the world wide web from which your client can make their selections. We'll customize the look to reflect your identity and include your logo and contact info. Just drop off your files or send them via FTP, and we'll post your gallery.

Gallery	Price	Service
Set-up (one-time fee)	50.00	Hosting for 30 days at www.labonline.us or posted to your domain
Gallery, up to 100 images	50.00	
Additional images	\$20/50 images	

Digital Services

FTP Service

Send and receive large files to and from our FTP server. We can supply a **free utility** that will make uploads drag-&-drop easy. There is **no charge** to send us files for our other services. If you'd like to use our server to exchange files with a client or other third party, we can supply you with a copy of our FTP utility and you can upload and download files for 30 days.

FTP	Price	Service
FTP site, upload utility	25.00	30 days, 300 MB

Custom Profiles

We can create custom profiles for your scanner or for a particular paper you use in your printer. Unlike a generic profile, a custom profile compensates for the peculiarities of your particular device. Get the most out of your printer and inks, and make better scans of your originals.

Profile	Price	Service
Scanner or printing paper	75.00	You scan or print our supplied target and we create a custom profile

ZAPP™ Applications

If you are an artist applying to art fairs on-line, we can set up your slides, scans, and digital captures to ZAPP™ specs and submit them for you. New to ZAPP™? We can create an account with your info and get you going!

ZAPP™ Submission	Price	Service
First image	18.00	From your supplied digital images. For slides or prints, add \$8/image for scanning. Ask for a quote on captures from your artwork.
Additional images	12.00	
Set up Zapp™ registration	45.00	

Other Services

We provide assorted additional services to compliment our main offerings and are always happy to help you in any way we can.

Service	Price
Additional CD or DVD	10.00
Transfer Compact Flash card to DVD	20.00
E-mail file delivery (per 5 MB)	10.00
Upload to FTP site (per 50 MB)	15.00
Create low-res JPEG from high-res file	10.00

Black & White Film Processing

We do small batch processing of your film in our Wing-Lynch rotary processor. Constant agitation provides absolutely even development on both roll and sheet film. Our standard developer is Kodak T-Max. We offer custom processing using different developers at your request. Please discuss your requirements with us.

Film Size	Price	Service	
35MM, 24 exposure	9.00	Normal service	48 hours
35MM, 36 exposure	10.00	Rush service	add 100%
120	9.00	Push/Pull Processing	add 50%
220	18.00	Special chemistry	add 50%
4x5	6.00	Archival processing	add 100%
8x10	15.00	Film paging	.75/page

Black & White Proofs

Proofs of your black & white negatives are made by scanning your 35MM or 120 roll film or your sheet film and printing on our inkjet printers. Cost of a proof includes the scan and print.

A proof is made from one roll of film (35MM or 120) or four 4x5 sheets of film. Enlarged proofs yield a larger image for easier viewing, a particular advantage for smaller format film.

Proof Size	Price	Service	
8x10	10.00	Normal service	24 hours
11x14	25.00	Rush service	add 100%
16x20	35.00	Additional copies	less 20%

Black & White Prints

Silver-Gelatin RC Prints

Custom made on pearl (luster) surface resin coated paper, cropped and printed to your specifications. Other papers available on request depending on availability.

Print Size	Price	Service	
5x7 and smaller	15.00	Normal service	3 days
8x10	20.00	Rush service	add 100%
11x14	30.00	Additional prints	less 20%
16x20	45.00		

Silver-Gelatin Fiber Base Prints

Because of the decline in the availability and quality of traditional fiber based printing paper, we no longer offer this service. However, the advances in inkjet printing have made possible prints of such high quality that we feel they are superior to conventional silver-based material and have a longer life expectancy. We are also able to offer our black & white inkjet prints at a lower price.

Black & White Inkjet Prints

New Service!

In place of our fiber prints, we are now offering a new service. We will make prints from your black and white negatives on our ink jet printers, the cost of which **includes scanning and preparing the file for output**. Your image is dust-spotted and optimized for density and contrast. Prints are made on luster finish paper.

Print Size	Price	Service	
8x10	25.00	Normal Service	3 days
11x14	35.00	Rush service	add 100%
16x20	50.00	Additional prints	less 20%

We also offer **color prints** from transparencies for the prices listed above; prints from color negatives are \$10 more.

For these prices, we do not provide you with the electronic file of the scanned image. If you wish to have a copy, our normal scanning and printing prices apply.

E-6 Color Transparency Processing

Continuously run throughout the day, we process your transparency film in our Colex roller transport processor. Scrupulous maintenance of our machine assures you of clean film. Tight control of our chemistry provides accurate and dependable color and density.

Your roll film is returned in a continuous sleeve. We can page it for you in PrintFile® pages for a modest fee.

Slides mounts are thin plastic and will work in 80 and 140 capacity trays.

Film Size	Price	Service	
35MM, 24 exposure	8.00	Normal service	4 hours
35MM, 36 exposure	10.00	Rush service	add 50%
120	9.00	Push/Pull processing	add 50%
220	18.00	Film paging	.75/page
4x5	4.00		
5x7	6.00		
8x10	8.50	Clip Test	5.00
11x14	25.00	Slide mounting	.15/mount

- Our E-6 service is available Monday through Friday, between 8:00 A.M. and 3:30 P.M.
- Film may be dropped off and picked up between 8:00 A.M. and 5:00 P.M. A 24-hour locked drop box is available to qualified account holders. Please contact us to request a key.
- Large quantities of film may not be available within our normal 4-hour service.
- Special runs are available early, late and on weekends for an extra charge. Please call us to discuss your particular needs.

New Service!

C-41 Color Negative Processing

We do small batch processing of your film in our Wing-Lynch rotary processor. Constant agitation provides absolutely even development on both roll and sheet film.

Film Size	Price	Service	
35MM, 24 exposure	9.00	Normal service	72 hours
35MM, 36 exposure	10.00	Rush service	add 100%
120	9.00	Push Processing	add 50%
220	18.00	Film paging	.75/page
4x5	5.00		

Consulting

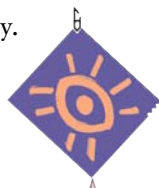
Having a problem getting your scanner to work properly? Need help setting up your new printer? Have a question about a procedure in Photoshop? Want advice about what new equipment to buy? We can help.

We offer our services for setup, troubleshooting, and maintaining a variety of equipment, and offer advice and tutorial help on Photoshop and other software.

Many issues can be handled by phone or e-mail, or we are happy to come to your location when appropriate. Why waste your valuable time wrestling with a problem when help is easily available at a reasonable cost? Call us for a quote.

Hours

We're here from 8:00 A.M. to 5:00 P.M. Monday through Friday. Film, files, and other materials may be dropped off and picked up during those hours. A 24-hour locked drop box is available to qualified account holders. Please contact us to request a key.



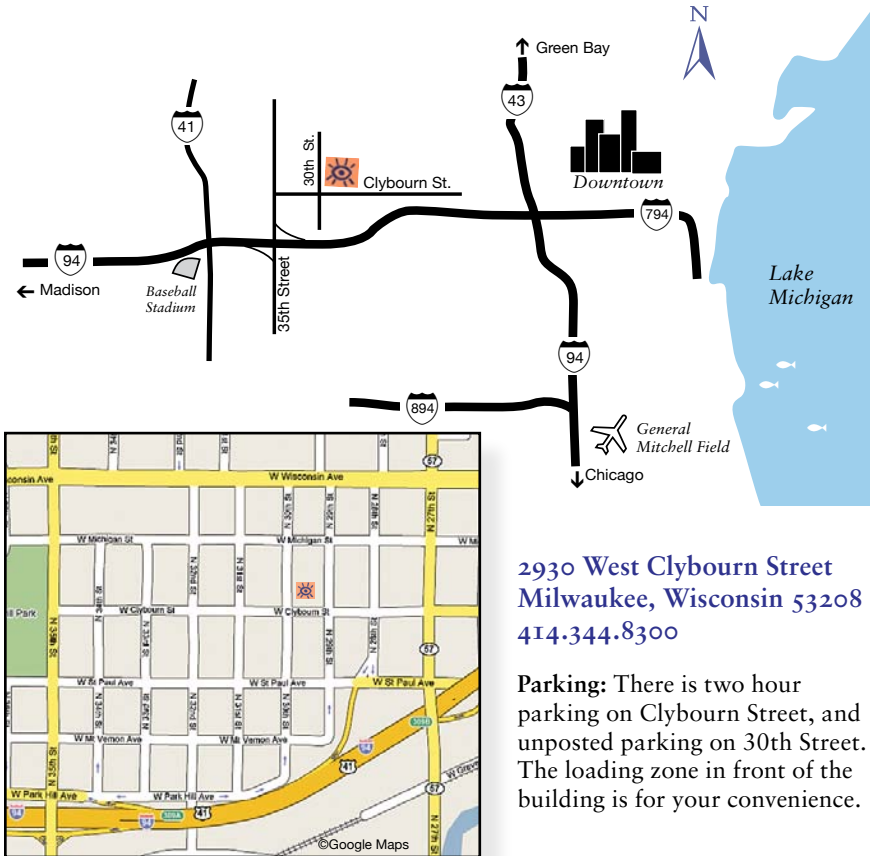
Film by Bike

We don't pedal it to you ourselves, but our friends at Breakaway do. They are quick, reasonably priced, and totally hip. If you are in the downtown Milwaukee area, consider using them for pollution free delivery service to us.



Breakaway Bicycle Couriers • (414) 347-2373
www.breakawaybicycle.com

Directions



2930 West Clybourn Street
Milwaukee, Wisconsin 53208
414-344-8300

Parking: There is two hour parking on Clybourn Street, and unposted parking on 30th Street. The loading zone in front of the building is for your convenience.

From Madison

- Take I-94 East toward downtown Milwaukee
- Exit at 35th Street
- Turn north (left) and go to the fourth traffic light (4 blocks)
- Turn east (right) onto Clybourn
- Go five blocks to 30th Street. The studio is on the north-east corner

From Chicago

- Take I-94 West toward downtown Milwaukee
- At downtown, bear left to stay on I-94 West toward Madison
- Exit at 35th Street
- Turn north (right) and go to the third traffic light (3 blocks)
- Turn east (right) onto Clybourn
- Go five blocks to 30th Street. The studio is on the north-east corner

From Green Bay

- Take I-43 South toward downtown Milwaukee
- At downtown, bear right to stay on I-94 West toward Madison
- Exit at 35th Street
- Turn north (right) and go to the third traffic light (3 blocks)
- Turn east (right) onto Clybourn
- Go five blocks to 30th Street. The studio is on the north-east corner

Notes

File Sizes (300 PPI, 8-bit)

	RGB	GRAYSCALE	CMYK
8x10	22 MB	7.2 MB	29 MB
8.5x11	26 MB	8.5 MB	34 MB
11x14	42 MB	14 MB	56 MB
13x19	67 MB	23 MB	89 MB
16x20	87 MB	29 MB	116 MB
20x24	130 MB	44 MB	173 MB

Optical Disc Capacities

CD	700 MB
DVD	4.3 GB

Limits of Liability

The submission of any film, print, slide, or negative by you to this firm (Tom Fritz Studios, Inc.) for processing, printing or other handling constitutes an agreement by you that any damage or loss by our firm, even though due to negligence by our firm or any of its staff members, will entitle you to replacement with an equal amount of unexposed film and processing. Except for such replacement, the acceptance by our firm of your film, print, slide or negative is without any other liability, and any recovery for any incidental or consequential damages is excluded.

Prices and services effective March 1, 2009