

Nash Editions

Fine Art Digital Printmakers

2317 N. Sepulveda Blvd., Manhattan Beach, CA 90266
phone 310/545-4352 fax 310/796-1418 www.nasheditions.com

Monday - Friday 9-5pm Closed 12-1pm By Appointment only
Studio visits are available on the 1st and 3rd Monday of each month
Please call to schedule an appointment

What is Nash Editions?

Nash Editions is a fine art printmaking studio that utilizes state-of-the-art equipment to produce limited edition prints. Client participation whether it is in person or through the mail, is a crucial part of the process. Our continuing research and attention to detail allow us to consistently create the highest quality prints.

Who is Nash Editions?

Nash Editions was conceived by Graham Nash and R. Mac Holbert in 1990 to develop methods of outputting Nash's digitally manipulated black & white photographs. Today Ruthanne Holbert (Imaging), Ming Tshing (Imaging), Chris Pan Abbe (Curator), John Bilotta (Printmaker), and Suzahn King (Curatorial Assistant) and Jim Watt (Assistant Printmaker) complete the full time staff.

What is the Nash Editions process?

Nash Editions creates its high quality color and black & white limited edition prints through a revolutionary digital process. Key to the process is the IRIS 3047 Graphics Printer which uses a four color (cyan, magenta, yellow and black) continuous tone technology. Organic water based dyes are transferred to the printer surface through extremely accurate and sophisticated ink jet nozzles. The substrate is affixed to a drum and as the drum is rotated (250rpm) the individual colors are sprayed onto the paper's surface at a rate of 4 million 15 micron droplets per second.

Why the Nash Editions process

Once an image has gone through our extensive proofing process additional prints can be created with relative ease. After you have approved your final proof or BAT(bon a tire) the edition can be printed on an "as needed basis" with the same consistent quality as your BAT. The BAT is kept in a dark storage archive in our studio. When your print is produced it is compared to the BAT during printing, and curating for consistency in quality.

Curating of the print is the final step before it is sent to you. Your print is cleaned and inspected, then embossed with the Nash Editions seal in the lower left hand corner, interleaved and packed for shipping.

The Nash Editions Philosophy

We bring the sensibilities of traditional fine art printmaking together with the world of digital imaging. We see the magic in the art rather than the technology. The Nash Editions process is only a means to integrate and enhance other artistic mediums in the creation of new originals.

Prices subject to change without notice, Fall 2002

Original Artwork, Digital Formats, Negatives or Transparencies

Original Art For clients with large flat reflective artwork , we recommend ArtScans. ArtScans uses a custom built flat bed scanner that allows a high resolution scan of original art up to 38" x 46". Please call ArtScans at 310/545-2356 for pricing information.

Digital Formats We accept images on Floppy, Zip, Jaz, Photo CD (read), CD -R (write).

Your File Format We request that images sent to us be **RGB** or **Greyscale** and their file size 150dpi at final output size. If final resolution is not important we can replicate smaller file sizes up to eight times. A vertical image should have the longest dimension horizontal on the screen and the top of the image on the right. Horizontal images will have the longest dimension horizontal on the screen with the top edge at the top.

Negatives and Transparencies Nash Editions can scan 35mm up to 12" x 17" using a Scitex Ever Smart Pro flatbed scanner. Please call for a quote for anything larger than 8 x 10.

35mm transparencies and negatives	.60 per mb \$75 minimum
2.25 x 2.25 transparencies and negatives	.60 per mb \$75 minimum
4 x 5 transparencies and negatives	.60 per mb \$75 minimum
8 x 10 transparencies, negatives and prints	.60 per mb \$75 minimum
(price is based upon file size needed for final image printed)	

If you would like an RGB copy of your scan at no charge, you must notify us **before** we scan and convert your file for proofing. You will be billed for digital media.

Color and Black & White Images

We have developed a custom RGB -> CMYK transform for black & white images that allows us to create black & white prints with a richness and tonality unavailable elsewhere. Our proprietary color transform is specifically designed for the dye set we use and is optimized to produce the widest possible color gamut and saturation. All images are produced in four color.

Maximum Image Size

We are capable of printing images any size up to 34" x 46" (89.36cm x 116.84cm). The maximum paper size is 35" x 47".

Paper Choices

Nash Editions recommends the use of the following papers. We have tested them extensively and found that they perform the best. If you wish to use a paper that is not on our approved list, there will be an additional charge for testing the paper.

All proofs and prints produced on paper or substrates not on our list will require an additional 10% exotic substrate surcharge. These papers or substrates can be provided by the client or purchased by Nash Editions and added to the final bill.

Although our printing process and ink set are extremely stable we cannot guarantee the consistency of paper. Fine art papers vary plus or minus 10% in their brightness, hue and rate of absorption. If it is crucial for your edition to match exactly you may consider using a pre-coated stock, please call for pricing.

Somerset Papers in Radiant White, paper size 35" x 46.75"

Velvet (330 gm), Heavy Weight (500 gm), Satin (500 gm), Textured (500 gm), Rough (500 gm), Enhanced (255 gm, this is a coated stock)

Somerset Paper in Natural, paper size 35" x 46.75"

Rough Textured (500 gm)

Proofing Your Image

Fine Art Custom Proofing **Custom Proofing** allows the client to work with the printmaker in the studio during the proofing process. Proofs for final image sizes larger than 11" X 14" will be half size. Custom proofs are \$100.00 for two proofs. Additional proofs are \$75.00 each.

Fine Art Graphics Proofing With **Graphics Proofing** the client receives a proof and then indicates changes on the proof which is then returned to Nash Editions. Graphics proofs are \$75.00 for two proofs. Additional proofs are \$50.00 each.

Full Size Proofs All proofs are printed at 1/2 or 1/3 final output size. Full size proofs are available at 21 cents per square inch (minimum of \$100.00 and maximum of \$300.00).

Your Proof Proofing is regarded as one step in the creation of the final print. Nash Editions **does not offer proofing only**. The proof will be produced on the paper you have chosen. If you choose more than one paper or change papers, a separate proofing charge will apply for each paper. The proof will arrive stamped as proof #1, #2, etc. in the image. It will also have important printing setting numbers along one edge. To conserve paper, the proof may be printed on the other side of a used sheet. The proof is for color only! It is not for exhibition purposes.

The only way Nash Editions can maintain the quality and consistency of our prints is through your final proof. The final proof becomes the BAT (bon a tirer). We will not produce final prints without physical possession of a signed and dated BAT. Nash Editions shall, upon approval of the BAT, produce the edition and keep the BAT in a dark storage archive. All proofs and BAT's remain the property of Nash Editions.

Turn Around Time

Two weeks for your first proof and two weeks for the final print. The turn around time for final prints depends on how soon you sign off on your final proof or BAT and the quantity ordered. Please call for specific turn around times on quantity orders.

Rush Charges

Rush charges are based upon turn around time, quantities of prints and our work schedule at the time. Please call us for a quote. We will try our hardest to accomodate you.

New Lower Printing Costs!

Printing costs

27 cents per square inch of **image size** with a minimum of \$100.00 and maximum of \$300.00. Discounts are available on quantity orders of the same image. 1st print - no discount, 2nd - 9th/10%, 10 +/ 12%, 20+/14%, 30+/16%, 40+/18%, 50+/20%, 60+/22%, 70+/24%, 80+/25%.

For a printing quote, please fax or call ext. 225 with the following information: item to be scanned, final image size, quantity, paper choice, border sizes and deadline. Your quote will cover all foreseeable costs by the description you give us over the phone or fax. In some cases it is necessary to evaluate the image to be scanned and printed in order to estimate true costs. Changing image size, border size, quantity and paper will effect the cost of your job.

Multiple Image Pricing

Nash Editions can print multiple copies of the **same** image on a large sheet. The charge for this is \$100.00 for the first image on the sheet and \$0.27 per square inch of **paper size** for the remaining images. Border sizes will effect the price of Multiple Images.

Example: You want to send out announcements of your upcoming gallery show. Your announcement size is 4.25" X 5.75". The largest paper size we have is 35" x 47" (34" X 46" printable area). 4.25" goes into 34" eight times. 5.75" goes into 46" eight times. that allows for 64 - 4.25" x 5.75" images (8 times 8). You pay \$100.00 plus 63 X \$6.60 (4.25 X 5.75 X .27) for a total sheet cost of \$540.80 or \$8.45 per image.

Additional Processing Charges

Scaling of digital file	\$35.00
Additional RGB -> CMYK Conversion	\$35.00
RIPing of EPS file(Quark, Freehand)	\$35.00
Transfer a file to digital media	\$35.00
Removal of signatures	\$35.00

Curating Charges

Hand deckle (4 sides or bleed tear)	\$3.50 per image
Hand cut edges (4 sides)	\$3.50 per image

Computer System Time

\$50.00 per half hour, minimum of one half hour. Any image cleanup or digital alteration falls under the category of system time.

Payment Terms

All orders, whether you are a new or repeat client, must be processed with a deposit. If a deposit is not sent, your job will be held until a deposit is received. Final prints will not be shipped until payment has been made. We will fax or mail your invoice. Your prints can be shipped COD by United Parcel Service, or you may pay by credit card. We will accept personal checks and money orders but the final prints cannot be shipped until we have received your check. **If you have any problems with your final print or invoiced charges you must contact us within ten working days.**

Your original artwork will be returned when we have received payment in full.

Shipping and all associated costs are the financial responsibility of the client. Nash Editions will make all the necessary arrangements for special crating and additional insurance. We cannot be responsible for damages incurred in shipping.

Copyright Concerns All images received and/or printed by Nash Editions will be handled with strict confidentiality. Nash Editions does not allow additional images to be printed for **any** reason without the explicit permission of the artist or the artists authorized agent. Nash Editions keeps an archived digital copy of each image to print your edition. The archived copy is kept on file only for the convenience of reproducing your edition and not meant to be the sole repository for your images. Digital files can be purged if you do not wish for any copies to remain at Nash Editions.

Nash Editions provides custom printing services that are tailored to the needs of the client. Maximum project costs are estimated according to the above schedule. In some cases it is necessary to evaluate the image to be scanned and printed in order to estimate true costs.

Submitting any film, print, slide, negative, digital image, or original art to Nash Editions for scanning or other handling constitutes an agreement by the client that any damages or loss by Nash Editions, its subsidiary, or agents, even though due to negligence or other fault of Nash Editions, its subsidiary, or agents, will only entitle the client to replacement with a like amount of unexposed film, digital media, chemistry, processing, or raw material. Except for replacement, acceptance of the film, print, slide, negative, digital image, or original art is without other warranty or liability, and recovery for any incidental or consequential damages is exclude.

Nash Editions does warrant that at every step of the printing process the most archival materials available are used. Nash Editions cannot be responsible for proofs or final prints once they leave our premises. Nash Editions shall not be responsible for any damage to one of our prints from environmental conditions such as water and light.

Nash Editions

2317 N. Sepulveda Blvd. Manhattan Beach, CA 90266 Telephone 310/545-4352 Fax 310/796-1418

Client Name: _____
Company: _____ Contact: _____
Address: _____
City: _____ State: _____ Zip: _____
Tel: (____) _____ Tel Alt: (____) _____
Fax: (____) _____ Email: _____ CA resale # _____

Title of Artwork _____

Paper choice _____ Cold press Hot press

Image final output size _____ Horizontal Vertical

Submitted as: 35mm 2.25 4x5 8x10 Digital Media Other _____

Proofing Custom Proofing Graphic Proofing Full size proof

Size of borders in inches Top _____ Sides _____ Bottom _____

Center in sheet (do not tear) Bleed tear (tear into the image 1/8") Bleed cut

Paper edge treatment Cut edges Deckled edges four sided edge treatments incur extra charges

Print Quantity _____ **Copy of RGB file** **Media:** _____

Title of Artwork _____

Paper choice _____ Cold press Hot press

Image final output size _____ Horizontal Vertical

Submitted as: 35mm 2.25 4x5 8x10 Digital Media Other _____

Proofing Custom Proofing Graphic Proofing Full size proof

Size of borders in inches Top _____ Sides _____ Bottom _____

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Title of Artwork _____

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Center in sheet (do not tear) Bleed tear (tear into the image 1/8") Bleed cut

Paper edge treatment Cut edges Deckled edges four sided edge treatments incur extra charges

Print Quantity _____ **Copy of RGB file** **Media:** _____

Special Instructions:

Shipping preference:

UPS ___ Fedex ___ Fedex# _____ Other _____

Payment Terms

All orders, whether you are a new or repeat client, must be processed with a deposit. If a deposit is not sent, your job will be held until a deposit is received. Final prints will not be shipped until payment has been made. We will fax or mail your invoice. Your prints can be shipped COD by United Parcel Service, or you may pay by credit card. We will accept personal checks and money orders but the final prints cannot be shipped until we have received your check. **If you have any problems with your final print or invoiced charges you must contact us within ten working days.**

Shipping and all associated costs are the financial responsibility of the client. Nash Editions will make all the necessary arrangements for special crating and additional insurance. We cannot be responsible for damages incurred in shipping.

Deposit Please send \$150.00 per image.

Total # of images _____ x \$150.00 = _____ Total amount

Please make checks payable to Nash Holdings Inc. We also accept Master Card and Visa.

Card # _____ Expiration _____

Card Holder's Name _____

Final Print Payment

Send COD via UPS Credit card Personal check prints will be held until checks are received

Nash Editions /Limits of Responsibility

Submitting any film, print, slide, negative, digital image, or original art to Nash Editions for scanning or other handling constitutes an agreement by the client that any damage or loss by Nash Editions, its subsidiary, or agents, even though due to negligence or other fault of Nash Editions, its subsidiary, or agents will only entitle the client to replacement with a like amount of unexposed film, digital media, chemistry, processing, or raw material. Except for replacement, acceptance of the film, print, slide, negative, digital image, or original art is without other warranty or liability, and recovery for any incidental or consequential damages is excluded.

Any scanning done at Nash Editions, unless otherwise indicated, is processed for output at Nash Editions only and may not produce acceptable results at other locations offering IRIS output.

In signing this agreement I indicate that I have read the Nash Editions pricing policies, and I agree to be financially responsible for any costs (labor, materials, shipping costs, shipping containers and finance charges) incurred by Nash Editions at my request.

Signed and agreed to:

Date:

I hereby grant Nash Editions the right to display a printed or electronic copy of the image indicated below: (Please check each one you agree to.)

In House: In articles: NE Seminars/Trade shows:
Gallery Shows: Homepage:

Epson Stylus Pro 9600, 10000

Substrates: Epson Premium Luster Photo Paper, Somerset Enhanced,
Semigloss canvas (or any ink jet canvas) add 10% surcharge

Maximum Image size: 42" x 88.6"

Maximum Substrate Size: 44" x 90.6"

Price based upon square inch of printed image area. 27 cents per square inch, minimum of \$100.00, and maximum of \$450.00. Proofing fee is \$75.00 (for two proofs done one at a time). Additional proofs are \$50.00 each. Add 10% fee on printing and proofing for canvas.

Epson Stylus Pro 5500

Substrates: Epson Archival Matte, Somerset Enhanced, Premium Luster

Maximum Image Size: 12.69" x 18.33"

Maximum Substrate Size: 13" x 19"

Price: first print plus proof \$35.00; additional prints \$20.00 each

Epson Stylus Pro 2200

Substrates: Epson Archival Matte, Somerset Enhanced, Premium Luster

Maximum Image size: 12.69" x 18.33"

Maximum Substrate Size: 13" x 19"

Price: first print plus proof \$35.00; additional prints \$20.00 each

Files should be sent RGB, 300 dpi at final output size.

Longevity: 200 years on Luster. Pigmented ink is micro-encapsulated and it does not react with the substrate surface. Anticipate comparable longevity on Somerset Enhanced (Henry Wilhelm is light testing this paper now).

Epson Reprint Order Form

Nash Editions 2317 N Sepulveda Blvd., Manhattan Beach, CA 90266
tel 310/545-4352 ext. 224 fax 310/546-3262

Client: _____ Date: ___/___/___
Phone: ___/___/___ Fax: ___/___/___ Contact: _____

Bill to credit card # _____ expires ___/___/___

Image Title: _____

Qty: _____ Paper: _____ Image Size: _____

Image Title: _____

Qty: _____ Paper: _____ Image Size: _____

Image Title: _____

Qty: _____ Paper: _____ Image Size: _____

Image Title: _____

Qty: _____ Paper: _____ Image Size: _____

Image Title: _____

Qty: _____ Paper: _____ Image Size: _____

Image Title: _____

Qty: _____ Paper: _____ Image Size: _____

Image Title: _____

Qty: _____ Paper: _____ Image Size: _____

Image Title: _____

Qty: _____ Paper: _____ Image Size: _____

Special Instructions: _____ Due Date: / /

Imaging

Scaling

Order Received by: _____

Date: / /

Iris Reprint Order Form

Nash Editions 2317 N Sepulveda Blvd., Manhattan Beach, CA 90266
tel 310/545-4352 ext. 224 fax 310/546-3262

Client: _____ Date: ___/___/___
Phone: ___/___/___ Fax: ___/___/___ Contact: _____

Bill to credit card # _____ expires ___/___/___

Image Title: _____

Qty: _____ Paper: _____ Image Size: _____

Image Title: _____

Qty: _____ Paper: _____ Image Size: _____

Image Title: _____

Qty: _____ Paper: _____ Image Size: _____

Image Title: _____

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Qty: _____ Paper: _____ Image Size: _____

Image Title: _____

Qty: _____ Paper: _____ Image Size: _____

Image Title: _____

Qty: _____ Paper: _____ Image Size: _____

Special Instructions: _____ Due Date: / /

Imaging

Scaling

Order Received by: _____

Date: / /

