



© Innis McAllister/Galleries/Corbis

# MORE COLORS. MORE VERSATILITY.

## **KODAK PROFESSIONAL ENDURA Media's best, portrait social, color negative paper.**

Award-winning KODAK PROFESSIONAL ENDURA Papers set the gold standard for print quality. KODAK PROFESSIONAL ENDURA Premier Paper is designed to push the limits of a portrait/social professional paper even further with more vibrant colors.

ENDURA Premier Paper features a technological breakthrough, the latest advancement in coupler technology, which expands your capability to create high-quality image output — professional, compelling prints that accurately preserve memories. 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 realistic skin tones. This paper will produce more colors than were possible with previous ENDURA Papers.

KODAK PROFESSIONAL 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 Paper provides the advantages you need, due to:

- Increased color gamut for stronger, brighter, more vibrant colors
- Natural-looking skin tones
- Improved D-Min for cleaner-looking whites
- Improved D-Max capability for bold, rich blacks\*
- Clean, sharp text and graphics for photo books, greeting cards and more



**Kodak** Professional Endura  
Premier Paper

Connect with Pro Quality

# Kodak Professional Endura

## Premier Paper

ENDURA Premier 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 Paper maintains exceptional high-intensity reciprocity characteristics for digital and optical exposing devices.

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

ENDURA Premier Papers are the best KODAK PROFESSIONAL color negative paper. If you desire a professional paper that provides amazing color, exceptional quality, state-of-the-art longevity, and excellent durability, choose the best. Choose ENDURA Premier Paper.



Backprint visibly identifies copyright protection

| Features   | Benefits  |
|--|---|
| <i>Image Performance</i>   |   |
| Accurate skin tone reproduction                                  | <ul style="list-style-type: none"> <li>Ideal for portrait applications</li> <li>Neutral tone scale — from highlights to shadows</li> </ul>  |
| Increased color gamut from advanced color dispersion technology  | <ul style="list-style-type: none"> <li>More colors</li> <li>Strong, bright colors: especially vibrant greens, blues, yellows and cyans</li> </ul>   |
| Exceptional sharpness for type and graphics                      | <ul style="list-style-type: none"> <li>Text/graphic reproduction is clean and sharp</li> </ul>  |
| Improved D-Min   | <ul style="list-style-type: none"> <li>Lighter in density</li> <li>Clean-looking whites</li> </ul>  |
| Improved D-Max capability*                                       | <ul style="list-style-type: none"> <li>Bold, rich blacks</li> </ul>   |
| State-of-the-art image stability**                               | <ul style="list-style-type: none"> <li>100 years in typical home display, 200 years in dark storage</li> </ul>  |
| Backprint  | <ul style="list-style-type: none"> <li>KODAK PROFESSIONAL ENDURA Paper – Do Not Copy</li> </ul>   |
| <i>Workflow Productivity</i>                                     |   |
| Improved post-process finishing                                  | <ul style="list-style-type: none"> <li>Ideal for photo books, albums, wraps, cards, etc.</li> </ul>   |
| Maintains robust and economical processing performance           | <ul style="list-style-type: none"> <li>Post-process mounting, stripping, etc.</li> <li>Print consistency</li> <li>Easy to calibrate workflow</li> <li>Clean/reduced process maintenance</li> <li>Low operating costs</li> <li>Low environmental impact</li> </ul> |
| Maintains exceptional high-intensity reciprocity characteristics | <ul style="list-style-type: none"> <li>For digital (CRT, LED and laser) and optical exposing devices</li> </ul>   |

\*Results vary by printer type and manufacturer.

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

### Availability

This paper is available in Matte (N) and Silk (Y) surfaces in roll formats with “KODAK PROFESSIONAL ENDURA-Do Not Copy” backprint. This backprint visibly identifies copyright protection and the long-lasting, professional-quality results of KODAK PROFESSIONAL Products. Surfaces, formats, 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-4070 available at [www.kodakalaris.com/go/premier](http://www.kodakalaris.com/go/premier). Or contact your Kodak Alaris representative.

KODAK PROFESSIONAL ENDURA Premier 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/premier](http://www.kodakalaris.com/go/premier). 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](http://www.kodakalaris.com/go/prolabrc).