E.Type®

ORDER PROCESS

MARCH 2018

The order process is simple: send us your files and tell us what you want. We will send you a low-res pdf for final approval and take payment before printing. Transferring your files to us couldn't be easier – we accept any standard process you are comfortable with, including WeTransfer (l-type.wetransfer.com/), Dropbox, or any cloud storage service.

If you have any questions, please email support@l-type.com.

Please remember that you <u>must</u> embed colour profiles in each image. Central to our philosophy is that we never adjust your print in any way, unless you specifically request it.

I know exactly what I want and my files are print-ready	If you have already completely finalised your images, including adding borders, and processed them to the correct size at 400ppi, then you only need to tell us what you want in terms of Product Type, Paper Finish, and Number of copies. Please indicate all of these in your file transfer cover note. Don't worry if you get something wrong: one of our team will contact you as a matter of course to take payment and sort out any queries before we print.

I need some guidance on how to place an order and help finalising my files

We never adjust your image files. What you send us is what we print. The only exception to this is that certain layout options will automatically crop images. If you are concerned about this, then we recommend that you choose layout options that do not crop images.

- **General Size**

The first thing to consider is the general size of the print you require. Our signature L.Type or L.Type Duplex/Backprints are only currently available up to 430mm x 300mm. Our maximum paper size is 1000mm x 300mm (L.Type Light).

- **Product Type**

Our signature print is the single-sided L.Type mounted print. This presents the image on 530gsm acid-free card. The L.Type Prints are stiff enough to be handled, propped up, held up to the light and passed around without risk of creasing, while still being able to be framed easily. They have a wonderful weight in the hand and feel of quality and will make a big impression.

Other print options include single-sided L.Type Light Prints (available up to the maximum paper size of 1000mm x 300mm); Duplex (double-sided) and Backprint (text on reverse) with board inserts (760gsm) and Duplex or Backprint Light Prints without board inserts (460gsm - available up to 430mm x 300mm).

- **Paper Finish**

Our L.Type Light single-sided prints can be printed on the full range of papers that we carry. Mounted L.Types and L.Type Duplex/ Backprints are not currently available on DPII Glossy and Pearl papers.

DPII Silk paper (with a very slight texture) carries a paper premium of 50%. DPII Pearl carries a 75% premium. However, please note that our 100% reprint guarantee does not fully apply in the case of DPII Pearl. This paper, with its high-gloss metallic finish, is somewhat unpredictable and does not suit every photograph, even if it prints perfectly. If you are unhappy with the results on this paper, we will gladly re-print on any other paper, and refund you the difference in cost, but we will not re-print that image on Pearl.

- **Print Sizes and Borders**

We offer a range of standard print sizes, but for maximum convenience and best results, we recommend that you give proper consideration to the aspect ratio (ratio of long side to short side) of your image files. Many conventional paper sizes or standard print sizes simply do not fit standard image aspect ratios.

For instance, the typical DSLR frame has an aspect ratio of 1.5:1. 'A' paper-sizes (A5, A4, A3, etc) have aspect ratios of 1.41:1. So a DSLR frame will not fit into an A-sized paper without either image cropping or uneven borders. By adding a border, however, you can easily fit the image without loss: an A3 paper requires a 1" border; A4 requires a 18mm border; and A5 requires a 12mm border to reduce the available image window to the correct aspect ratio for a perfect fit.

Our recommendations for standard camera formats are as follows – or use a standard size paper and accept that there will be either some small image cropping or uneven borders (whichever you prefer):

Camera Type	Aspect Ratio	Standard paper sizes without borders	Standard paper sizes with borders (in brackets)
DSLR; 35mm full-frame	1.50:1	9"x6", 12"x8", 15"x10", 18"x12" 225x150mm, 300x200mm, 375x250mm, 450x300mm	A5 (12mm), A4 (18mm), A3 (25.4mm), 14"x10" (1")
Medium format; micro four-thirds, iPhone	1.33:1	8"x6", 12"x9", 16"x12" 200x150mm, 300x225mm, 400x300mm	10.33"x8" (0.5"), 10"x8" (1"), 114"x11" (1"), 15.33"x12" (1"), 250x200mm (25mm) 320x250mm (25mm) 380x300mm (25mm)
Medium format – 5/4, 10/8	1.2:1	10"x8", 15"x12"	12"x10" (1"), 300x250mm (25mm)

Please contact us if you have other sizes – we can make anything work within the limitations of the paper size.

For any other questions, email support@l-type.com

You are, of course, free to order every print in a different size. However, the majority of our customers prefer to order in same-sized sets. Because we offer a discount for higher numbers of prints of a given size, this is also the most economical way to order.

So what happens if you simply want to place multiple images on the same-sized piece of paper, and don't have time to create different borders yourself? We have a number of 'layout options' to address this problem quickly and simply. Again, if none of these suits you, just tell us exactly what you want.

- **Portfolio** – *Prints all images on the same size piece of paper to form a portfolio set.* Choose a paper size and minimum borders. We then scale each image proportionally to fit entirely within the available image window (after allowing for the minimum borders). We do not crop the image or trim the paper. The final paper size will be identical for all images, but the final borders around each image will be uneven, though opposite sides will match. This is the most popular mode for most photographers. Unless we are told otherwise, we will automatically rotate the paper to match the layout of the image.

- **Fill and Crop** – *Prints as much of the image as possible on a given paper size and crops off excess image.* Choose a paper size and borders. We then scale each image proportionally to fill the available image window (after allowing for the borders) and then crop any excess image. The image remains centred on the page and there is likely to be some image loss on two opposite edges, unless you have chosen the paper size to fit (see above). The paper size always remains as chosen, and borders are even all round.

- **Fit and Trim** – *Prints the whole of each image and then trims the paper to give even borders.* Choose a paper size and minimum borders. We then scale each image proportionally to fit within the available image window (after allowing for the initial borders) and then trim the paper to leave a constant border all around the image. The final paper size will be different for each image depending on its aspect ratio, but borders are even all round.

- **Native** – *Prints all images pixel-for-pixel at 400ppi so no image re-scaling takes place.* We can either centre all images on a fixed paper size, or print each image with a user-defined border and changes the paper size to suit. You should only use this mode if you are confident that your images have been scaled exactly to finished size at 400ppi, including borders. But if you have scaled all your images correctly, this will ensure that they print optimally exactly as you laid them out. You can choose whether we print them all on the same sized piece of paper, or vary the paper size to match your design.

• Number of Copies

We obviously need to know the number of copies you require of each print. Clearly you can order each print in a combination of print sizes, and different numbers of each. We offer volume discounts according to the number of prints ordered of a given size – see local pricing sheets.

- **Text and Graphics or Logos**

We can add text and graphics to the front or rear of any print. Our text and graphics capability is truly exceptional.

Prints with printing on the back are treated what we call L.Type Backprints depending on the thickness, they cost 1.4-1.6x as a standard L.Type print. There is an additional small charge for any design work required to produce a non-standard back sheet – for instance, containing your logo. The back sheet will show the L.Type logo, but this can be removed on request. You can, of course, provide us with your own design file for this back sheet.

- **Presentation**

All our prints will, subject to size limitations, be presented in our signature black L.Type envelopes. Larger prints will be presented in a tube or appropriately flat-packed.

Our L.Type presentation box is available for purchase for a price of £10 ($15, €12.50) but is free with an order of 20 or more prints of the relevant size. It is possible to order customised box lids on a 3-week lead-time, at additional cost.

We can also print a single- or double-sided cover sheet to go inside your L.Type box - perhaps with your logo, or the name and date of a client event - and this will be charged as for the appropriate print.

Additional envelopes are available on request at additional cost.

- **Delivery**

Our prints are sent out by Royal Mail as standard. Delivery times to the UK are typically 48 hours, to Europe and North America up to 5 business days. Courier/tracked delivery can be faster and a small supplement is charged depending on the destination country. Please see local pricing sheets or enquire. We will need the delivery name and address and a contact telephone number and email address for the recipient. If you require your prints more urgently, please let us know and we will make the appropriate arrangements.