

**Every NgAng Giclée Print is a Tru Giclée™**  
*printed by Andrew Budd, G.P.A. certified Master Printer,  
of TradeScans, Rangiora, South Island, New Zealand*



The TruGiclée™ trademark is a niche market application used by Giclée master printers who serve the upper end of the digital fine art market. This trademark was created out of the necessity for quality in an industry without standards. Many artists, publishers, and consumers have faced disappointments in the form of cracking, fading, color banding, discoloration, poor color management, incorrect substrate choices, and many other problems. The TruGiclée logo guarantees consumers the highest standard of quality and the greatest longevity.

TruGiclée™ printers have committed to nine printing philosophies and principles set forth by the founding members, as well as to a list of GPA-approved printmaking materials. The accepted printing processes and materials are the finest quality in the world. However, the materials themselves do not guarantee quality. Equally important, is the skill of the technician creating the prints. For this reason, all TruGiclée™ members must pass a printing test administered by the GPA. The end product created by a TruGiclée™ printer represents the highest quality color match and longevity available on the market.

The TruGiclée™ standard is only recommended for those printers who are in the upper end of the fine art market. This market is characterized by discerning customers who have both the need to exactly match the original with each print, and to accommodate a collector's need for longevity. TruGiclée™ prints have higher price points because the materials and equipment used to make them have higher costs. TruGiclée™ members must have the capabilities to complete the entire printing process in-house, from scanning to coating.

**These are the 9 standards for Tru Giclée™ printing:**

1. The ability to exactly reproduce original artwork
2. The reproduction process bears no evidence of the technology used.
3. The printer adheres to archival standards consistent with that of a collectable fine art print.
4. The reproduction represents the highest quality product available to this culture, at this time.
5. The printer fully discloses the products used in their art reproduction.
6. The printer enjoys a generally recognized reputation for honesty and integrity amongst their customers and peers.
7. The artisan producing (or supervising the production of the work) has been certified as a Master Printer by the G.P.A. (Giclée Printers Association)
8. The printing company participates in an on-going research and development effort to improve their craft and the G.P.A.
9. As a member of the G.P.A. the printer actively educates customers and the industry as to the meaning and value of a Tru Giclée™. They display the Tru Giclée™ logo at their business location, in advertising and at shows. They encourage customers to do the same.