



TruGiclée™ Print Reproductions of Original Art by NgAng

What are TruGiclée™ print reproductions?

TruGiclée™ prints are the highest quality digital prints available. They are made by an inkjet process which places very fine droplets of ink onto archival 100% rag watercolour paper or artist's canvas. As they contain the full range of colours and shades with no "dot pattern" as in less expensive offset prints, TruGiclée™ print reproductions are nearly indistinguishable from original art. *See next page for information about professional standards for TruGiclée™ prints.*

TruGiclée™ prints occupy a unique and growing niche in the international art market, offering the discerning buyer original-appearing art works at a more affordable price than originals, yet with much greater quality and permanence than ordinary digital prints (including "giclée" prints that lack the TruGiclée trademark) or much-cheaper offset prints.

What's special about NgAng's TruGiclée™ prints?

While all giclée images are printed from digital files, not all digital prints are TruGiclée™ prints! NgAng's TruGiclée™ prints use the finest certified Giclée technology available anywhere in the world.

NgAng's TruGiclée™ prints begin as large-transparency photographs of his original art; these are then scanned on a Fuji drum scanner. The resulting digital files are adjusted by Master Giclée Printer Andrew Budd of Tradescans in Rangiora, New Zealand, in constant consultation with the artist. They are then printed on a Roland HiFi 6 Giclée printer using Roland pigmented inks, on the highest quality archival 100% cotton rag paper or specially coated canvas (both acid free) supplied by Bulldog Digital Fine Art Products in California, U.S.A.

The result is a reproduction which is faithful to the original in colour, sharpness, and overall artistic quality, yet which is available in a range of sizes, priced considerably less than the original art work.

How long do they last?

Tradescans' unique combination of printing technology, inks, and paper or canvas has been tested for stability and permanence. Given proper care as described below, NgAng's TruGiclée™ prints should not fade noticeably before 120-130 years, which gives them several generations of value.

Special artist-enhanced TruGiclée™ prints

NgAng's artist-enhanced Giclée prints are one-of-a-kind art pieces created by the original artist, painting directly on canvas Giclée prints, using oil pigments as in the original, which offer vivid colours and textures not reproducible by any printing process.

Care of TruGiclée™ prints

As with any valuable fine art piece, it is recommended that NgAng's TruGiclée™ prints be displayed in indirect lighting conditions, away from any contact with moisture or direct sunlight. Storing the prints in an environment free from wide fluctuations in temperature or humidity will help them last for many years. Print life will also be extended by using archival materials for mattes, backing and spacers, and museum quality framing materials. Paper prints should be framed using UV protective glass or Plexiglas. The print surface should never directly touch the glass or Plexiglas.

Tradescans recommends the following special care for TruGiclée™ prints on paper: Handle carefully to prevent absorption of oils and/or marks from fingertips, and to avoid dents and creases, which are difficult or impossible to remove.

For TruGiclée™ prints on canvas, care is also needed. The ink on a canvas print sits on an emulsion atop the canvas; it is not absorbed into the fabric. Although several coats of lacquer have been applied to protect the inks, extreme care in handling is advised. Avoid gluing the canvas print onto a board and then putting the print face down on any surface. When stretching the canvas, do not steam the back of the fabric to remove wrinkles; it will cause the image to turn yellow and, if not properly dried, will allow fungus to grow. When stretching with rounded stretcher bars, reduce the amount of tension by 10% to 20%, depending on your relative humidity and temperature. This should reduce any sagging of the print in the future. Clean your canvas TruGiclée™ print with a dry, lint-free cloth or brush; *never* use a moist or wet cloth.

For further information about prices, sizes, and availability of NgAng's original art works or reproductions, please contact him, or visit him at his home studio/gallery:

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Every NgAng Giclée Print is a TruGiclée™
*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.