

HP's Designjet printing system enables Susan Manders Fine Art to expand into limited edition printing



“My ‘Limited Editions, Ink on Premium Artist Canvas’ are individually signed and numbered editions of no more than 200 of my original oil paintings. Using the HP Designjet 5500 series printer with HP Studio Canvas to produce these pieces, we are able to capture the ebullient detail and visual brilliance of my original oils on a medium that mirrors the quality of the original. These are truly traditional collectibles.”
– Susan Manders,
Artist, Susan Manders Fine Art

For any fine artist, the business of reproducing limited edition prints needs to be carefully controlled. To maintain the value of the original piece, it is important to resellers that an artist has full control of the reproduction process.



Artists also must produce prints in such a way that they will be collectible pieces in their own right. Image quality and longevity are key concerns, as buyers expect reproductions not fade, yellow or warp. For fine artists like Susan Manders, HP Designjet printers, inks and large format media provide the perfect solution for producing limited edition prints that reflect their vision.

High expectations for reproductions

With paintings archived in the Library of the National Museum of Women in the Arts in Washington, D.C., Susan Manders is renowned around the world for her fine art. One of her crowning achievements was being selected as an official United States Olympic Artist for the 2004 Athens Summer Games, where her oil painting *All Eyes on Me* was reproduced in limited edition prints and commemorative posters.

As Manders' presence in the art world grows, so does public interest in limited edition prints of her oil paintings. Until recently, however, Manders did not permit the reproduction of her pieces because she was never happy with the color, quality and longevity of the reproductions. “It was the cost and quality of ink-on-paper reproductions that wasn't meeting my expectations. I couldn't respond to the demand for limited editions with the appropriate class of piece and pricing,” Manders explained.

Customer profile

- **Company:** Susan Manders Fine Art
- **Location:** Sherman Oaks, CA
- **Founded:** 1978
- **Size:** <10 employees
- **Telephone:** 818-995-0009 or toll-free 866-313-0797
- **URL:** www.susanmanders.com
- **Primary focus :** Production of contemporary fine art paintings, sculpture and reproductions, as well as teaching and mentoring emerging artists at Susan Manders' The Art Experience studio/art school.

Printing excellence from HP

In her search for a solution to producing limited editions that met her high standards, Manders was introduced to HP printing technology and, specifically, the HP Designjet 130 and HP Designjet 5500 large-format printers.

"The photography and digitizing are the only steps we outsource; everything else is handled in-house," Manders said. "HP large-format printers, inks and media produce the most exact copy of my originals I have ever seen. We print all of our limited edition pieces on HP Premium Plus Photo Satin because it provides the closest match to the original works."

HP Premium Plus Photo Satin delivers beautiful fade resistant prints, dependable quality and the color stability that professionals demand, making it easy to achieve consistent, photorealistic image excellence with minimal color shift. When paired with HP inks, Manders' choice of HP media is fade resistant for more than 80 years*, which is very important to her. "It's comforting to know we can sell our limited edition prints on this media and trust they will hold their value for the client. When I sign my name to a piece, it's important that it truly will be a collectable item, which is why I abstained from the market until HP created the right solution for my work," she said.

By using HP printing technology, Susan Manders Fine Art is now able to offer collectable limited edition prints to both commercial and individual clients. "These pieces truly

are collectables that follow in the ink-on-paper tradition. For the first time in my career, I am proud to place my name on a reproduction of my work," Manders said.

Innovation spurred by HP media

Excited by the availability of different types of media for HP Designjet printers, Manders is starting to explore innovative ways to bring her art into new markets. "I've always wanted to translate my artwork into fabric for the fashion industry, but with each of the colors costing \$600 to recreate via traditional dual-color separations, and my work having so many different tones and shades, it was always cost-prohibitive," she said. "However, now that HP has a silk media for the HP Designjet 5500, I can make highly accurate samples and mock-ups. This is a brand new opportunity for my business, and, thanks to HP Paper-backed Silk Satin and the HP Designjet 5500, I have been able to create another market for my work."

"By nature I'm creative," Manders continued, "and HP printing technology, ink and media have spurred so much innovation in my business. For example, I can even leverage my paintings to produce a line of collectable greeting cards. Thanks to HP, I'm fueled with endless ideas, and the printing solutions give me the flexibility to explore them."

*Wilhelm Imaging Research, Inc., concluded that prints made with HP 85 Vivera color and 84 black ink cartridges and HP Premium Plus Photo Satin may be displayed indoors under glass for 82 years before noticeable fading and staining will occur. See www.wilhelm-research.com for details.

Challenges

- Fulfill the criteria for limited edition prints:
 - High-quality images;
 - Vibrant color;
 - Excellent longevity;
 - Cost-efficient production; and
 - Retain full control over reproduction process.

Solution

- HP Designjet 5500 large format printer.
- HP Designjet 130 printer.
- Original HP supplies for all printed output;
 - HP Silk media for production of 'Limited Editions, Ink on Premium Artist Canvas' collectible pieces; and
 - HP Premium Plus Satin media for the production of limited edition prints.

Results

- Retained full control retained over the design and creation processes.
- New business opportunities made possible through innovative use of HP printers, media and supplies.

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