

# Print Care Guide

FOR PROFESSIONAL PHOTOGRAPHERS

*How to clean, handle, store, and display  
your prints - across every surface and  
format.*

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# Why Proper Care Matters

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A finished print isn't just a photograph, it's an object that will live in your home, on your wall, and in your life for years to come. How it's handled makes all the difference.

A surface wiped with the wrong cloth. A print hung in a humid room. Work is stored flat against an uneven surface.

These aren't rare edge cases, they're common, and the damage they cause is often mistaken for a problem with the print itself. It isn't. It's a care problem, and it's almost always preventable.

This guide is a practical reference for keeping your prints looking exactly as they were meant to.

# SECTION 1: UNIVERSAL PRINT CARE PRINCIPLES

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## **KEEP OUT OF DIRECT SUNLIGHT**

UV exposure degrades color over time — even on UV-coated surfaces. Indirect or diffused light is always preferable for long-term display.

## **CONTROL THE ENVIRONMENT**

Humidity swings and temperature extremes cause warping, bubbling, and adhesion failure. Ideal display conditions are stable: 35–55% relative humidity, 60–75°F.

## **HANDLE WITH CLEAN, DRY HANDS**

Skin oils are one of the leading causes of surface damage, particularly on uncoated papers and Acrylic. When possible, handle by the edges only. Use cotton gloves for Fine Art.

## **NEVER LEAN PRINTS FOR EXTENDED PERIODS**

Leaving unframed prints leaned against a wall or surface can cause cold-forming, the print gradually takes the shape of whatever it's resting against.

# SECTION 1: UNIVERSAL PRINT CARE PRINCIPLES

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## **USE THE RIGHT CLEANING MATERIALS**

Microfiber cloths are the standard. Paper towels, rough cloths, and abrasive pads scratch surfaces that appear durable. When in doubt, use less -- not more.

## **NEVER SPRAY CLEANERS DIRECTLY ONTO A PRINT**

Always apply cleaner to the cloth first. Liquid migration behind frames or into porous surfaces causes irreversible damage.

## **STORE IN ARCHIVAL CONDITIONS WHEN NOT DISPLAYED**

Acid-free sleeves, folders, and boxes protect prints from oxidation, moisture, and contamination during long-term storage.

# SECTION 2: SURFACE-BY- SURFACE CARE GUIDANCE

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## **METALPRINTS**

Dye infused directly into specially coated aluminum. Non-porous, hard-surface, and among the most durable products available. Suitable for high-traffic and high-humidity environments.

### **CLEANING**

- Wipe with a soft microfiber cloth, not paper towels.
- Use water or a non-ammonia glass cleaner for fingerprints and smudges.
- Non-abrasive household cleaners work for tougher marks.

### **STORAGE & HANDLING**

- Remove packaging tape carefully before extracting the print.
- For Framed MetalPrints, lift straight up from two edges, no single-corner pressure.
- Protect edges and corners from drops and impacts; dents in aluminum are permanent.

# SECTION 2: SURFACE-BY- SURFACE CARE GUIDANCE

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## **ACRYLIC PRINTS**

Exceptional color depth and a glass-like finish. The face is scratch-sensitive and requires gentler care than metal, but properly maintained, an Acrylic Print should need only occasional dusting over time.

### **CLEANING**

- Use a soft, non-abrasive microfiber cloth
- For streaks or dirt: mild soap and water, light pressure, follow with a damp cloth, then blot dry.
- Novus #1 Plastic Clean & Shine is a safe, purpose-made product for acrylic surfaces.
- Never use ammonia or alcohol-based cleaners

### **STORAGE & HANDLING**

- Store flat until ready to hang. Extended leaning causes bowing and edge curl.
- Never get the back of the print wet, moisture can damage the face mount adhesion.
- Handle by the edges; use both hands for larger pieces.

# SECTION 2: SURFACE-BY- SURFACE CARE GUIDANCE

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## **CANVAS WRAPS**

Textured surface with warmth and depth that clients love. Canvas should be treated as the most delicate wall display product, dust accumulates in the texture, and the face dents under even minor pressure.

## **CLEANING**

- Dust with a dry microfiber cloth using light, gentle strokes.
- Never apply liquid cleaners directly to the surface.
- Moisture causes fabric warping and ink lift.

## **STORAGE & HANDLING**

- Unpackage from the edges, never grip around to the face.
- Store in a cool, dry space away from humidity and temperature extremes.
- Never stack Canvas Prints face-to-face or place heavy objects on top.

# SECTION 2: SURFACE-BY- SURFACE CARE GUIDANCE

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## **FRAMED PRINTS**

A complete presentation product — image, mat, acrylic face, frame, and finished backing. Each component has its own care needs, and the acrylic face requires the same attention as an Acrylic Print.

### **CLEANING**

- Apply glass cleaner to a cloth first, never directly onto the surface.
- Wipe the acrylic face gently with a microfiber cloth.
- Clean the frame with a dry or lightly damp cloth; keep liquid away.

### **STORAGE & HANDLING**

- Handle by the sides of the frame, never by the acrylic face.
- Take extra care with corners; corner damage on frames is usually permanent.
- Store upright or flat in a padded position. Never lean frames against each other without padding between them.

# SECTION 2: SURFACE-BY- SURFACE CARE GUIDANCE

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## **EPIC PRINTS**

Hard-surface appearance similar to MetalPrints, but constructed differently: a mounted Fujiflex Photographic Print with protective laminate.

### **CLEANING**

- Wipe gently with a clean, dry microfiber cloth.
- Avoid water and all cleaning solutions.
- No harsh chemicals, abrasive scrubbers, or rough materials.

### **STORAGE & HANDLING**

- Handle by the edges, avoid placing face-down on rough surfaces.
- Store flat or hang, avoid extended leaning to prevent cold-forming.

# SECTION 2: SURFACE-BY- SURFACE CARE GUIDANCE

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## **PHOTOGRAPHIC PRINTS**

The classic standard of the industry -- Lustre, Glossy, Deep Matte Velvet, and other silver halide surfaces. Beautiful and versatile, but sensitive to fingerprints and moisture without adequate protection.

### **CLEANING**

- Dust lightly with a dry microfiber cloth only.
- Minimal contact and light pressure on uncoated surfaces.
- UV Coating and Laminates add protection, but still avoid liquid cleaners.

### **STORAGE & HANDLING**

- Store flat to prevent curl and edge warping.
- Handle by the edges only, fingerprints on uncoated surfaces may be permanent.
- Store in archival-quality sleeves or boxes if not framing right away.

# SECTION 2: SURFACE-BY- SURFACE CARE GUIDANCE

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## **FINE ART PRINTS**

The most delicate product in the lineup. Uncoated by design, which preserves archival character and surface texture, but provides no barrier between the image and the environment.

### **CLEANING**

- Minimal contact is the goal. If dusting is necessary: lightest possible pass with a clean, dry microfiber cloth.
- Never use liquid cleaners of any kind.
- For dust: a can of compressed air at a reasonable distance, with the print flat on a hard surface.

### **STORAGE & HANDLING**

- Always handle with clean cotton gloves or by the outermost edges.
- Store flat in acid-free archival folders or boxes.
- Never roll or fold. Never stack without archival interleaving paper between prints.

# SECTION 2: SURFACE-BY- SURFACE CARE GUIDANCE

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## **WOOD PRINTS**

UV-cured inks printed on natural wood panels. The wood grain becomes part of the composition. Without a surface coating, Wood Prints require consistent protection from moisture.

### **CLEANING**

- Dust with a dry microfiber cloth using light strokes.
- Never use liquid cleaners, moisture penetrates wood and causes warping, grain lifting, or finish damage.

### **STORAGE & HANDLING**

- Store in a dry, temperature-stable environment.
- Handle by the edges and avoid touching the face directly.
- Protect corners during transport, they are the most vulnerable area.

# SECTION 2: SURFACE-BY- SURFACE CARE GUIDANCE

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## **ALBUMS**

Heirloom products designed to be passed down. Both cover materials and interior spreads require appropriate handling and long-term storage care.

### **CLEANING**

- Clean the cover with a lightly damp cloth. Always test a small, inconspicuous area first, cover materials vary.
- For interior spreads: avoid liquid entirely. A soft, dry cloth if needed.

### **STORAGE & HANDLING**

- Store laid flat in a cool, dry environment: the best position for preventing warping and cover deformation.
- If upright storage is necessary, keep the spine fully supported.
- When turning pages: use fingertips at the edge, open to natural resistance, and never force a spread flat.

# SECTION 3: COMMON MISTAKES THAT DAMAGE PRINTS

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## **USING THE WRONG CLEANING PRODUCT**

Ammonia-based cleaners (many common glass cleaners) cloud Acrylic surfaces permanently. Paper towels scratch surfaces that appear hard. Always match the cleaner to the substrate.

## **SPRAYING LIQUID DIRECTLY ONTO PRINTS OR FRAMES**

Liquid migrates. On Framed Prints, it seeps behind the acrylic and reaches the image. Always apply to cloth first.

## **TOUCHING FINE ART OR UNCOATED SURFACES WITH BARE HANDS**

Skin oils on uncoated surfaces are nearly impossible to remove. It takes only one casual touch to leave a permanent mark.

## **STORING PRINTS LEANED AT AN ANGLE**

Cold-forming is real. Prints stored leaned will gradually take on a bend that is difficult or impossible to reverse. Store flat or hang.

# SECTION 3: COMMON MISTAKES THAT DAMAGE PRINTS

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## **HANGING MOISTURE-SENSITIVE PRINTS IN HUMID ROOMS**

Canvas and Wood surfaces are particularly vulnerable to humidity. Kitchens and bathrooms will shorten their lifespan significantly, choose a stable, dry room instead.

## **STACKING PRINTS WITHOUT PROTECTION BETWEEN THEM**

Prints stored face-to-face without a protective layer between them will scratch and transfer over time. Use interleaving paper or sleeves whenever prints are stored together.

## **APPLYING PRESSURE TO DELICATE SURFACES**

Canvas dents under fingertip pressure. Always handle by the edges, and avoid resting anything on the face of a print, even briefly.

## **ASSUMING ALL SURFACES CLEAN THE SAME WAY**

What safely cleans one surface can permanently damage another.

# SECTION 4: CARING FOR YOUR PRINTS - WHAT TO KNOW

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## **WHEN YOU RECEIVE YOUR ORDER**

Before anything else: where will it live? Light exposure, humidity, and placement affect longevity more than almost anything else. A quick decision made at the start saves problems later.

## **DISPLAY IT WELL**

Avoid direct sunlight and high-humidity rooms. The best spots are stable with consistent temperature, indirect light, away from kitchens and bathrooms for most surfaces.

## **KEEP THE CARE INSTRUCTIONS**

Every surface cleans differently. Hold onto any care guidance that came with your order. When in doubt, a dry microfiber cloth and a light touch is the safest approach for almost any print.

## **PLACEMENT MATTERS MORE THAN YOU THINK**

Most print damage comes not from accidents, but from where something is hung. A brief moment spent choosing the right wall protects the work for years.

# SECTION 5: STORAGE & SHIPPING BEST PRACTICES

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– Keep the original packaging until you're ready to hang. It's designed to protect the specific product inside.

– If anything needs to be moved or stored before hanging, add tissue or a soft layer between any surfaces that touch.

– For Acrylic and Fine Art prints, avoid transporting them loose in a vehicle, double-boxing or a padded case is worth it for anything beyond a short trip.

– Before unboxing, remove all tape carefully. Tape should never contact the print face.

# SECTION 5: STORAGE & MOVING BEST PRACTICES

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- Smaller Photographic Prints travel best in rigid mailers -- fold-resistant construction matters more than you'd expect.
- For wall displays of any size, use a double-wall box with corner protection.
- Mark the outside of any package clearly: **Fragile** and **Do not bend**.
- For high-value Fine Art, look into carrier-specific art packaging and request signature-required delivery.
- Canvas and Wood Prints need corner and face protection separately, sandwich the face between foam or cardboard sheets, and wrap corners individually.
- For long-distance or international moves, moisture-resistant outer packaging is worth the extra step. Climate conditions vary, and natural surfaces like Wood and Canvas respond to them.

# Made to last. Worth caring for.

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Our print products are built for longevity: the materials, the process, the finish. But the years ahead depend on how it's handled, stored, and displayed. This guide gives you everything you need to protect it.