

# Giclée Australia: photographic print and art reproduction excellence with the Epson Stylus Pro 11880

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## case study



### Giclée Australia

A company founded specifically to produce the highest quality art reproductions and prints, Giclée Australia is headed by Warren Macris, a photographer who has been reproducing art since 1981.

### Challenges

- High quality fine art reproductions on gloss paper
- Reduce print times to help meet tight deadlines
- Achieve colour and quality consistency for every print

### Solution

Epson Stylus Pro 11880

### Benefits

- Smooth transitions with no evidence of excess magenta
- The ability to generate high quality prints on a greater variety of papers
- Large format prints in a quarter of the time it used to take

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Warren Macris  
Managing Director  
Giclée Australia

When it comes to experience in digital art reproduction, there are few in Australia who can rival Warren Macris, Managing Director of Giclée Australia. As a photographer specialising in art reproduction since 1981, Warren has earned the reputation of being one of the most trusted printers for the photographic/art community. So much so that for well over 20 years he has been commissioned to reproduce the finalist entries in the Photography category of the prestigious Walkley Awards (previously the Nikon Awards) for Journalism.

As a professional – and professed perfectionist – striving constantly to push the boundaries of fine art printing excellence, in 2009 Warren introduced an Epson Stylus Pro 11880 64-inch large format printer into his digital workflow. The reason for this? Well, three primary ones, actually – quality, speed and reliability.

### Fine-tuned transitions

Quality is of paramount importance to Warren; and this is particularly the case in regard to print colour accuracy and transitions. “Typically, people talk about colour gamut as being one of the major factors in print quality, but the reality is that most printers today have no problem at all in delivering on gamut,” he explains. “The real challenge is how the printer’s gamut is used in key areas such as transitions – and this is where the Epson Stylus Pro 11880 stands out.”

According to Warren, the printer’s ability to effect natural and smooth transition is plainly obvious in landscape photography prints in which the deep blues of the sky fade into blackness. “This is where most printer/ink combinations have problems,” he says. “With the Epson Stylus Pro 11880, though, the transitions are incredibly smooth and there’s no evidence of the excess magenta that you’ll typically find with other printers.

“In every case I’ve seen, the printer achieves incredibly accurate transitions with no evidence at all of banding or other negative effects that often come into play,” Warren continues. “And in nature photographic prints where colour accuracy is so critical, it’s that smooth transition that makes a real difference.”

### Making the difference on gloss

Warren goes on to explain that one of the major challenges facing large format inkjet printer vendors is reproduction of fine art on gloss papers. Matte paper printing, he says, has been relatively mature for several years and isn’t changing dramatically enough to cause printers much concern.



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But when it comes to gloss and semi-gloss, one of the main advantages Warren sees with the Epson Stylus Pro 11880 is its ability to print so beautifully on any of the gloss finish papers currently on the market. "There's a flood of gloss finish art papers currently available," he says, "and getting a printer that can print equally well on every one of them is a massive benefit to me, especially with many of my clients demanding specific papers for their prints.

"Without doubt, the Epson Stylus Pro 11880 has the gloss and semi-gloss printing down to a fine art," Warren continues, "and I know that much of that is the result of the Epson UltraChrome® K3 Ink. So much so, that before I started using this printer, I was actually using that same ink in a third-party 64-inch printer."

#### Getting it done on time

Then, of course, there's the issue of speed.

A major contributing factor to the Epson Stylus Pro 11880's high speed is the Epson MicroPiezo TFP (Thin Film Piezo) print head that delivers a massive 360 nozzles per colour. For Warren, this, in combination with numerous other unique printing technologies ensures an ideal and no-compromise balance between speed and quality. It's precisely that speed and quality balance that plays such an important role in helping Warren deal with high-pressure situations.

Take for example the cases where Warren spends days, even up to a full week, sitting with a client and refining a digital image in preparation for final print – a print that can easily sell for tens if not hundreds of thousands of dollars. "As we go through the process," Warren says, "I print out proofs to give the artist a good feel for how the finished product is going to look. Without the speed of the Epson Stylus Pro 11880, such projects would drag on for much longer, keeping me away from other work and impacting on my business.

"To give you an idea of the speed of the printer, what used to take around three hours to print on my previous 64-inch printer now takes around 40 minutes on the Epson Stylus Pro 11880," Warren continues "That's an enormous difference, and when I'm under pressure, as is the case when I'm printing out around 100 high quality prints for the Walkley Awards, it's that speed and guaranteed quality that makes all the difference."

#### It must be reliable

Delivering on speed and quality are all well and good, but Warren emphasises that the reliability of the Epson Stylus Pro 11880 is fundamental to the printer's success. "In my experience over the years, Epson printers have always been among the most reliable on the market," he says, "and the Epson Stylus Pro 11880 is no exception."

In his fully digital workflow environment, Warren has little patience for technology unable to withstand the rigors of high-demand and high-throughput. Nozzles have to fire 100 per cent of the time. Media must feed through faultlessly. And print quality has to be consistent across each and every print.

"There's no doubt that the Epson Stylus Pro 11880 is the most reliable large format printer I've ever used," Warren states, "and that reliability means I'm able to concentrate on achieving perfect prints without concerning myself about printer performance. It simply performs as it's meant to, which is exactly what's demanded in the professional printing environment."