



AIRSERV

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Photo Enlargement & Printing

- If an enlargement is to be framed with say a 100mm board mount placed around an A2 print, plus there is the framing material itself, then the final product becomes impressively large. In fact I've seen some folk look at their tape measure, figuring A2 to be a tad small, they then go for the bigger A1, but once its mounted and framed, they end up walking around the office. Looking for sufficient vacant wall space to hang the 'monster'.
- Framed work behind glass is not my business at all, but you can expect to pay about R750/image for reasonably priced framing to be done on A2/A3 sizes.
- Block mounting is done edge to edge on the image and onto 25mm thick black edged timber block mount.
- Another option is printing on artist's canvas, which is "wrapped to frame" and is quite in vogue at the moment. This wrapped frame can in turn be mounted within a routine picture frame and is most impressive.
- A new concept which will be very desirable for certain select prints - illuminated mounts. Understand, that this is not the gaudy old lightbox style of illuminating an image, but rather a most tasteful and attention getting device. This amounts to two wafers of glass which sandwich a film of LED lights and the image, with the whole thing being no thicker than 12mm and mounted slightly proud of the wall. Rather than lighting up like a Perspex box frame advertisement – looking like a Stuyvesant cigarette ad in a tearoom, it rather provides merely a subtle glow, but believe me when I say that the image comes alive. At an extremely reasonable price this 'frame' is ready to mount on the wall and it will turn heads.
 Even a reasonably priced routine frame & glass, of comparable size will be about the same price, or even more, but the regular frames will never get the attention that this does. There is no reason why it can't be used in the home and for a corporate/reception/boardroom it is a winner.

Here's some price examples, concentrating on the end price and always subject to change (when I check the contracted out portions) preceding any work being done.

A3 (297mm X 420mm) photo printing R 92 + framing R500	= R592
A3 (297mm X 420mm) photo printing R 92 + block mounting R135	= R227
A3 (297mm X 420mm) canvas printing R100 + stretch to frame R125	= R225
A3 (297mm X 420mm) film printing R96 + illuminated frame R547	= R643
A2 (420mm X 594mm) photo printing R180 + framing R750	= R930
A2 (420mm X 594mm) photo printing R180 + block mounting R230	= R410
A2 (420mm X 594mm) canvas printing R210 + stretch to frame R150	= R360
A2 (420mm X 594mm) film printing R195 + illuminated frame R786	= R980
A1 (594mm X 841mm) photo printing R290 + framing R1100	= R1390
A1 (594mm X 841mm) photo printing R290 + block mounting R325	= R615
A1 (594mm X 841mm) canvas printing R360 + stretch to frame R190	= R550
A1 (594mm X 841mm) film printing R300 + illuminated frame R1248	= R1548