

M&C FOLIO: 230P49615X

WANGDOC: 0613d

PHOTOGRAPHIC PRODUCTION OF BUSINESS AND NAME CARDS

This invention relates to the photographic production of business cards and name cards.

The object of the present invention is to provide an improved method of producing business cards, name cards and the like in colour comprising pictures as well as or instead of text.

To produce a card in colour by offset printing involves preparing artwork; preparing a positive colour transparency of the artwork; preparing colour-separated positives corresponding to the colours to be printed (yellow, magenta, cyan and black); and four-colour offset printing on plain paper. This process is too costly for low-volume production, and the preparation of the artwork is usually complicated and costly.

Another process comprises contact printing on colour photographic paper. This involves paste-up of text; one-to-one reproduction into line film; one-to-one contact printing onto colour photographic paper; and processing of the exposed paper. This process severely

restricts the material that can be shown on the finished card, the insertion of pictures is difficult or impossible, the provision for full colour text is limited, and dyeing of the line film is necessary to print coloured text.

In another process, a picture and text can be provided in separate areas of the card. A paste-up of text is reproduced one-to-one into line film; a separate colour negative of the product or person to be shown is made; colour photographic paper is first exposed in one area, to the colour negative, then another area is exposed by one-to-one contact printing of the line film; the exposed paper is then processed. This process is troublesome, and the colour negative cannot be merged with the line film text, restricting creativity and design.

The present invention provides a process which makes it possible to print full colour business or name cards on colour photographic paper, using only a single medium between the artwork and the finished card stage.

According to the present invention, there is provided a method of producing business cards, name cards and the like in colour, in which the artwork, comprising pictures, symbols, logos, numerical and/or alphabetic characters, in any desired colours and in any

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desired arrangement, is copied as a single assembly, in one exposure onto a single colour negative film, the exposed colour negative film is processed in a manner providing high or very high contrast, the processed colour negative is printed onto colour photographic paper, and the latter is cut to card size thus providing the desired number of cards in colour.

Thus, between the artwork stage, and the final card stage, only a single medium is used namely a colour negative.

More specifically, the present process may comprise the following five stages.

- (i) Making of the Artwork: Material required from the client is for example catalogues or pictures of products, pictures of persons, specified text to be used, e.g. names, addresses, Company's Logo. Logos which are not usable directly may be reproduced by using the Reprocopying process on reversal bromide graphic paper and negative print. In this case the negative print is dipped into an etching solution to be bleached white. It is then washed, and dried. Colour dyes are then added to the remaining paper emulsion. It is then dried and can be pasted onto the artwork.

The finished artwork must be of dimensions proportion in ratio to the finished card, whose actual size is e.g. 89mm x 55mm ⁺/₋ 1mm. Optionally the card may have a white border e.g. 3 mm all round.

- (ii) Photography: The finished artwork is copied with a 35mm SLR camera onto a 35mm colour negative or with a large format camera onto a 60mm x 90mm colour negative.
- (iii) Film processing: The exposed colour negative film is processed in Kodak Flexicolour Process C41 (Trade Mark) or compatible process. The developing conditions are deliberately chosen to be outside the normal process tolerances for conventional processing, in such a way as to produce a final colour negative of high or very high contrast compared with the contrast of one that is processed "normally". This greatly improves reproduction of the text of the artwork. One particularly convenient way of obtaining greatly enhanced contrast in the negative, is to process the film by the C41 process generally as specified by the manufacture but with a developing time in the first chemical, that is the developer, above four minutes. It has been found that excellent results are obtained if the film is processed in the developer for four

minutes and 30 seconds with the chemical temperature at 40°C. in a room temperature of about 26°C. With lower temperatures, the development time may be increased.

5 Alternatively, with the developer chemical at a higher temperature the processing time may be made shorter while still producing a high-contrast colour negative. A further step which can be taken to increase the contrast is to agitate the film in the developer three or four or more times the agitation specified in the standard C41 process. Combinations of increased temperature and increased agitation can be used to obtain the desired very high contrast colour negative. The room temperature value does not have a very significant effect on the contrast.

(iv) Printing: The processed colour negative is then printed onto sensitised roll colour photographic paper with an additive or subtractive filtration colour printer.

(v) Paper processing: The exposed roll colour photographic paper is then processed in Kodak Ektaprint 2 Process EP2 (Trade Mark) or compatible process. The processed roll colour photographic paper is then cut into individual cards.

The described process is simple and economical since only a single medium namely the colour negative is used as an intermediate between the artwork and the finished card. The contrast of the medium is controlled, to
5 give the best possible reproduction of colour and text of the artwork. The preparation of the artwork involves no special measures and is therefore simple and economical. A skilled artist is not required, nevertheless there is no restriction on the creativity,
10 layout, and design of the artwork.

The present process is economical even for volumes as small as ten cards.



CLAIMS

1. A method of producing business cards, name cards and the like in colour, in which the artwork, comprising pictures, symbols, logos, numerical and/or alphabetic characters, in any desired colours and in any desired arrangement, is copied as a single assembly, in one exposure onto a single colour negative film, the exposed colour negative film is processed in a manner providing high or very high contrast, the processed colour negative is printed onto colour photographic paper, and the latter is cut to card size thus providing the desired number of cards in colour.

2. A method according to claim 1, wherein the processing of the exposed colour negative is carried out under processing conditions which are abnormal for the film.

3. A method according to claim 2, wherein the abnormal processing conditions are selected from increased agitation; higher temperature; longer time period and combinations thereof.

4. A method according to claim 1, wherein the processing of the exposed colour negative film comprises immersing the exposed colour negative film in a developer chemical for a time period of ~~substantially~~ 4



minutes and 30 seconds, the developer chemical being at a temperature of 40°C, thereby to provide the high or very high contrast.

5. A method according to claim 1, wherein the processing of the exposed colour negative film comprises agitating the exposed colour negative film in a developer material for at least three times the agitation period specified in ^{the} standard processors, thereby to provide the high or very high contrast.

6. A method as claimed in claim 1 and substantially as herein described.

7. A name card or business card, produced in colour by the method claimed in any one of the preceding claims.
