



Services & Price List **effective January 1, 2008**

North America's leading photographic resource combining the best of digital and traditional photographic printing, finishing & framing.

About Us



From our beginnings in 900 square feet on the top floor of 9 Davies Avenue just eight years ago, Elevator has seen many changes. Today we have grown to a 7000+ square foot production facility in Leaside that includes a photography gallery, studio, and a mounting and fabrication workshop.

What do you need to know about us? We are truly a hybrid technology lab. We are as committed to the film based areas of film processing and enlarger prints, as we are the digital processes of inkjet and continuous tone digital printing.

This commitment to both analog and digital processes makes us one of an elite group of labs worldwide to offer archival, fibre prints from both traditional negatives and digital capture. We offer the best of both worlds at the highest quality and we do it for clients throughout North American and Europe.

You also need to know that we are constantly upgrading our facility and offering new alternatives to our clients to best produce their work. Our most recent addition is a 40-foot custom built sink to accommodate digital and enlarger B&W murals. Yes, we are producing analog murals from an 8x10 Durst enlarger - just like the old days. This allows us to produce exhibition quality fibre prints to 40"x72"(and beyond). All at the Elevator quality we have become known for.

What truly sets Elevator apart from other labs is our experience. With years of colour and B&W printing behind us; we know what it takes to produce a proper print; regardless of the printing device. We also know how to finish your work to archival, conservation standards. All from one convenient, full-service location.

What's new?



Our computerized mat cutter makes us incredibly responsive to tight client timelines. Ask about our pre-packaged window mats.



Our new 60" Canon iPF9000 printer gives us a wider platform for larger inkjet prints and complements our two 44" Epson 9600 printers.



After beta testing Ilford's new paper from the spring 06, Elevator is one of the 'Centres of Excellence' worldwide offering this new digital paper specifically made for RGB laser exposure.

"...at PHOTOKINA we announced the launch of our new GALERIE Fibre Base version, which will be available around the world very soon. This product has been pre-launch trialled in some of the most famous pro labs in the world, including ELEVATOR in Toronto, with the very talented Mr. Carnie and team, and to say that its creating a bit of a stir... that is most certainly an understatement."

Simon R. Galley, ILFORD/Harman Technology,
APUG.org, October 2006

Elevator remains one of the few labs in North America running digital B&W on fibre paper. We are proud of our leadership role in this process and continue to develop and improve this area of our business.

One of the biggest areas of growth for Elevator has been with the design and decor communities. From 400 suite hotel refurbishment projects to a custom 5-star boutique hotel, Elevator has successfully handled such projects in house, from start to finish; photography, printing, mounting, framing, finishing, packaging, and in some cases, installation.



Reception, The Hazelton Hotel

From private residences, to corporate offices, to hotels and sales centres; Elevator produces the job from concept through to installation.



One Bedford, Presentation Centre

Reception, Brandes Investment Partners

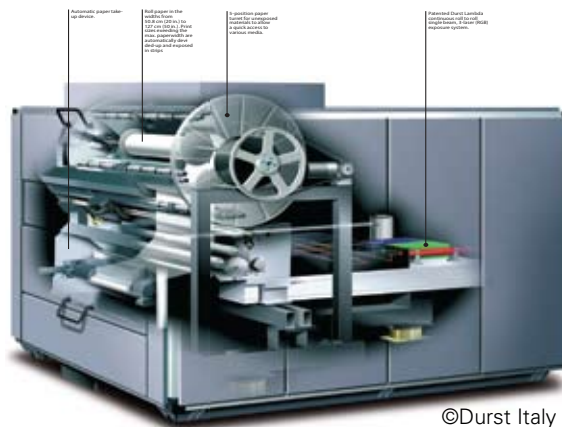
ELEVATOR

Lambda Printing - The Elevator Difference

Of the many digital printing devices available on the market, we chose the Durst Lambda digital enlarger.

The primary reason was the laser technology for exposure. The sharpness and resolution were unparalleled and remain so today.

While cheaper and smaller laser units exist, the Lambda has the laser capacity to expose B&W fibre and Ciba papers; two media that are critical to our clients.



How we work -

First and foremost, we are photographers. We print images as though we are printing for ourselves. We work with the images and files until they are right. That means testing and re-testing as necessary. While many of our clients are digitally savvy, they still rely on us to bring that extra bit of knowledge and experience to the image.

This is especially true with digital fibre paper. As one of only 12 labs worldwide exposing this media; we know the nuances of this paper. It requires specific file preparation and testing. And given the premium price of the paper, we choose to test on digital RC paper as part of our workflow for prints over 16x20.

These files are printed at full magnification to ensure that they will print well in the final print. This is a more cost-effective way for our clients to proof their work.

TESTING for Lambda Fibre				
	20x24	20x30	30x30	30x40
B&W RC	\$25.00	\$30.00	\$30.00	\$50.00
Media				

Digital Specs



Files to be supplied as flattened TIFFs at final size in Adobe RGB 1998 colourspace for colour and B&W; at a resolution of 400 (300 and 200 are acceptable). Each file is prepped and tested before final printing.

We do not charge set-up charges for this step.

B&W Lambda Fibre from Digital Capture:
Process file in RGB, do not convert to grayscale.
Send along a reference jpeg for conversion and printing

- Sharpening -

This is a critical facet of large format printing. If you need assistance, please consult with us before final file prep.

- No Alpha channels - please remove before sending
- 8 bit
- Flattened .jpg or .tif files, Mac Byte order, No compression

NOTE: Colour reference to be supplied with each file, or printer's decision is final.

Files can be uploaded to our server via Fetch (or similar file transfer software)

Site:	ftp.elevatordigital.ca
Username	upload.elevatordigital.ca
Password	digitalguest

Please email info@elevatordigital.ca to notify posting.

Private and secure FTP is available, please email for more information.

Archiving of Images:

Elevator keeps files for the duration of production only. The flattened printing tiff and the Lambda PPM file will be archived to disc at a cost of \$5 per disc.

Please advise us at time of order if you would like your images archived.

Shipping & Delivery:

All orders will be considered FOB 42 Industrial St., Toronto
Packaging and shipping via FedEx to be provided at additional cost.

ELEVATOR

Lambda, Digital

LAMBDA							
	Fibre ²	Lustre	Flex	Metal	Ciba	Enh. Matte	Photo RA
Print Size							
8x10	40	20	30	30	50	30	40
11x14	50	30	40	40	65	40	50
16x20	120	50	75	75	120	75	90
20x24	175	70	90	90	190	50	100
20x30	200	105	130	130	235	130	130
30x30	275	110	140	140	300	140	200
30x40	300	120	150	150	350	150	225
30x50	350	150	200	200	375	200	240
30x60	500	200	250	250	425	250	255
30x70	600	225	300	300	500	300	270
30x96	700	250	360	360	600	350	300
40x40	SPECIAL ORDER	195	240	240	--	240	275
40x50		210	260	260	--	260	350
40x60		225	280	280	--	280	400
40x70		250	310	310	--	310	450
40x96		300	350	350	--	400	550
48x48		215	265	265	--		
48x60		250	310	310	--		
48x70		290	360	360	--		
48x80		340	425	425	--		
48x96		365	450	450	--		
48x120		450	550	550	--		
48x150		--	--	--	--		
60x60		--	--	--	--		
60x70		--	--	--	--		
60x80		--	--	--	--		
60x96		--	--	--	--		
60x120		--	--	--	--		
60x150		--	--	--	--		
60x180		--	--	--	--		

LAMBDA
based on

¹Canvas - Print with bleed for wrap - add 15% - see framing pricelist for Canvas Stretcher

²Testing	All digital fibre prints over 16x20 to be tested full size on Harmon Digital RC B&W paper. Why is this that are not otherwise seen on RA4 and inkjet media become apparent. Proofing on the RC is more expensive.						
	20x24	\$25	20x30	\$30	30x30	\$30	30x40

Toning Sepia, Selenium, Split, Gold, and Iron Blue toning available. To be quoted at time of order.

Mounting All fibre murals (larger than 20x24), analog and digital, must be mounted prior to shipping. We will not roll a

& Traditional Printing



INKJET/GICLEE				TRADITIONAL B&W			
Tag	Museo Canvas ¹	Infinity	Fibre Inkjet	Satin Photo	WarmTone	MG4	Lith
	50	50	50	30	45	40	120
	60	60	60	40	55	50	120
	100	100	100	75	95	90	120
	110	110	110	90	145	140	200
	140	140	140	100	260	250	275
	210	210	210	120	300	275	325
	235	235	235	130	335	300	350
	255	255	255	150	360	330	400
	270	270	270	200	400	400	450
	290	290	290	225	450	450	500
	300	300	300	230	500	500	600
	280	280	280	220	350	325	400
	360	360	360	230	400	375	450
	425	425	425	240	450	425	500
	475	475	475	260	500	475	600
	550	550	550	280	650	650	700
				300	--	--	--
				310	--	--	--
				320	--	--	--
				330	--	--	--
				375	--	--	--
				400	--	--	--
				350	--	--	--
				370	--	--	--
				390	--	--	--
				400	--	--	--
				425	--	--	--
				500	--	--	--
				550	--	--	--
				600	--	--	--

LARGER SIZES TO COME
 on manufacturer availability

SPECIAL ORDER

SPECIAL ORDER

is necessary? Due to the higher resolution and sharpness of the Lambda and the media, artifacts and pixels
 economical and results in better final prints and happier clients.

\$50							
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and/or tube fibre prints. We dry mount to 4 ply archival board and this prevents against damage in transportation.

ELEVATOR

Finishing

Presentation & Portfolio Matting				
		4ply/2ply	4ply/4ply	8ply/4ply
Image Size	Finished Mat Size			
6x9	11x14	\$30	\$40	\$60
9x13	16x20	\$45	\$50	\$75
12x18	20x24	\$60	\$75	\$100
18x22	24x30	n.r.	\$125	\$175
24x36	30x40			
Custom presentation mats to be quoted Dry mount additional, if requested				
Pre Cut Windows			4 ply	8 ply
(AlphaRag white, centered openings)			(pkg. of 5)	(pkg. of 5)
8x10 (w/ 4x6 opening)			\$15	\$36
11x14 (w/ 6x9 opening)			\$25	\$60
16x20 (w/ 9x13 opening)			\$50	\$120
20x24 (w/ 12x18 opening)			\$75	\$180

	HOT MOUNTING		COLD MOUNTING ²		
	4ply	ArtCare [™] Foam*	DiBond 3mm White	Masonite 1/8"	Matte/Lustre Lamination
8x10	\$15	\$10	--	--	\$10
11x14	\$20	\$15	\$45	\$15	\$12
16x20	\$25	\$20	\$55	\$20	\$15
20x24	\$30	\$25	\$80	\$25	\$18
20x30	\$40	\$30	\$110	\$30	\$20
30x40	\$50	\$40	\$175	\$40	\$25
40x50	\$75	\$60	\$275	\$50	\$35
40x60	\$80	\$70	\$320	\$75	\$40
48x50	\$75	\$60	\$300	\$60	\$45
48x60	\$100	\$75	\$375	\$75	\$70
48x96	\$150	\$90	\$400	\$90	\$80
* not recommended for B&W fibre prints					

² Facemount to Acrylic with optically clear adhesive also available - call for estimate
Sintra, plexi and other substrates available - call for estimate



Framing

Print Size (approx.)	finished size (up to)	Black Satinwood	Elevator TallBox ¹	Elevator Premium
6x9	13x16	\$75-\$85	\$90-\$110	\$100-\$125
9x13	16x20	\$90-\$110	\$100-\$125	\$130-\$160
12x18	19x25	\$115-\$125	\$125-\$175	\$160-\$180
15x15	23x24	\$120-\$130	\$150-\$190	\$175-\$210
18x24	24x31	\$150-\$200	\$175-\$225	\$200-\$250
19x19	27x28	\$180-\$230	\$185-\$230	\$225-\$275
20x30	28x38	\$190-\$240	\$250-\$300	\$275-\$325
28x30	38x39	\$225-\$275	\$300-\$340	\$320-\$360
30x40	40x50	\$250-\$300	\$325-\$400	\$350-\$425
30x50	40x60	\$275-\$325	\$375-\$475	\$375-\$600
Larger - to be quoted				
¹ Custom finish in choice of stain: Honey Maple, Black, Walnut, Mahogany				

In addition to our exclusive hand-stained moulding profiles, Elevator carries the full lines of commercial mouldings from Frameguild, Vanilla, Roma, and Fotiou.

We also offer unique finishing options such as shadowbox, mat-less, frame-less, and floating of artwork.

CANVAS STRETCH & FRAME

	Regular Stretch 1.5x.75	1" Black Satinwood Float Frame	Box Stretch 1.75x1.25	2" Black Satinwood Float Frame
8x10	\$20.00	\$20.00	\$35.00	\$25.00
11x14	\$30.00	\$25.00	\$45.00	\$35.00
16x20	\$45.00	\$35.00	\$65.00	\$50.00
20x24	\$60.00	\$45.00	\$85.00	\$60.00
20x30	\$85.00	\$50.00	\$100.00	\$65.00
30x40	\$100.00	\$75.00	\$130.00	\$80.00
40x40	\$110.00	\$90.00	\$150.00	\$100.00
40x50	\$125.00	\$100.00	\$185.00	\$125.00
40x80	\$150.00	\$150.00	\$200.00	\$175.00
40x120	\$200.00	\$200.00	\$300.00	\$250.00

ELEVATOR

Film

Elevator remains committed to film processing for those photographers still shooting film. We process in runs only; single rolls will be charged at the full run price. We encourage you to keep exposed rolls in cold storage until processing.

B&W Film Processing	per run	\$45	
Colour Film Processing	per run	\$60	
Developers - D76, Pyro, & Tmax			
Custom Developer - chemistry supplied by client, run price applies			
35mm - 6 rolls per run			
120/220mm - 4 rolls per run			
4x5 - 10 sheets, 8x10 - 5 sheets			
		B&W	
Contact sheet - optical	8x10	\$10	
Roll Scan & archive to CD	35mm	\$10	
	120mm	\$12	
Digital Contact sheet from Roll Scan		B&W RC	Colour
11x14		\$13	\$12
16x20		\$20	\$18
Enlarged Digital Poster prints on 30" paper			
2x3 image size - gang proof		\$15	\$13
3x4 image size - gang proof		\$20	\$26
5x7 image size - gang proof		\$35	\$30

Elevator offers two very effective scanning methods. The Epson 10000 flatbed scanner is an excellent device for scanning prints for web or large format printing.

Our Imacon Flextight scanner provides high res files from 35mm film up to 4x5.

Scan prices include general clean-up/dust busting and global corrections; film in need of retouching and/or restoration to be quoted in advance.

	Jpeg/Web	>50mb	>100mb
Flatbed	\$7.00	\$30.00	\$60.00
Imacon	\$15.00	\$40.00	\$80.00
Digital Retouching: \$125/hr.			

Terms & Legal



Limit of Liability:

Submitting of any film, print, slide, negative, original artwork, and or electronic file(s) to Elevator or Elevator Digital Inc., for processing, printing, or other handling constitutes an agreement by you that any damage or loss by our company(ies), subsidiary, affiliates or agents, however caused, entitles you to the replacement with the like amount of unexposed film and the processing of said film. Except for such replacement, the acceptance by Elevator, Elevator Digital Inc., its subsidiaries, affiliates, or agents of the film, slide, print, artwork or electronic file(s) is without other warranty or liability, and recovery for any incidental or consequential damages is excluded.

Copyright:

In accepting film, photographs, artwork or other artwork for processing, duplication, reproduction, or other handling, Elevator and/or Elevator Digital Inc., assumes no liability for copyright infringement. By submitting such materials, the customer expressly acknowledges that the permission of the copyright owner had been obtained for the reproduction. Also by such submission, the customer agrees to indemnify Elevator and/or Elevator Digital Inc., for all costs and expenses, including, but not limited to, legal fees and judgements resulting from any claim or lawsuit for copyright violation.

Terms:

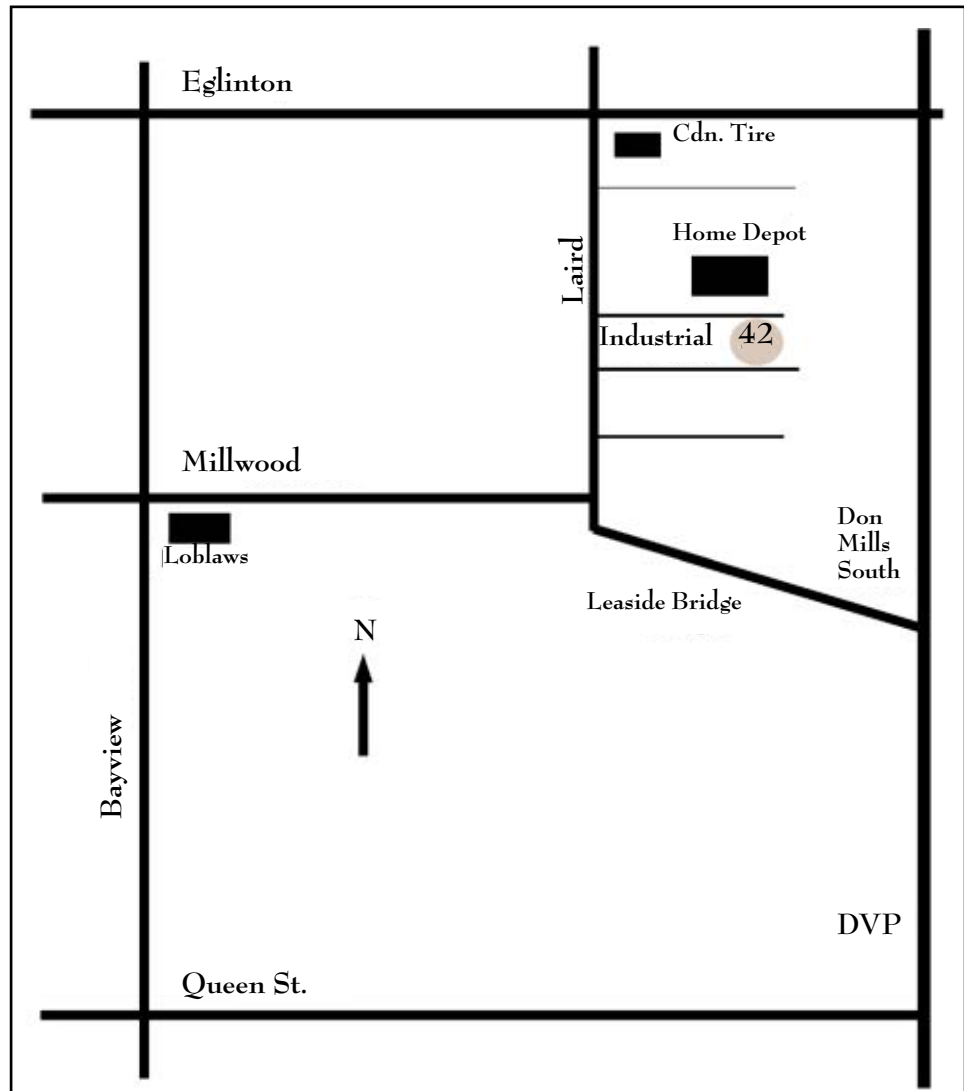
All work produced is COD, with the exception of volume commercial production work. All projects over \$700 require a deposit of 50%.

Elevator accepts only Visa, Interac, PayPal, and personal cheques (Canadian) with proper identification.

Mastercard payments must be prepaid at time of order.

ELEVATOR

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Hours of operation:
Monday to Friday - 9 to 6
Saturday - 12 to 5
Sunday - by appointment only.

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