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## ***Caring For Your Photographs***

*Your images are very precious, and as years go by, these images will become even more revered and irreplaceable!*

*Proper care is crucial if you want your images to last as long as possible — for future generations to enjoy.*

### ***Today's Images Need Special Care***

It is important to understand today's standard color pictures, regardless of who photographs or processes the images, are extremely susceptible to degradation and deterioration.

Only black & white images *specifically* processed to rigid archival standards will last a minimum of a century without deterioration! (Expressive Images is one of the few U.S. studios to offer museum quality prints, tested and certified to archival standards.)

### ***Preserving The Image Life Of Your Photographs***

Ideally, photographs should be kept free of contamination, in total darkness, at subzero temperature and 30% relative humidity!

Realistically, few have these storage capabilities, and even if available, it would be impossible to view or appreciate these images!

Fortunately there are some simple precautions everyone can apply to significantly extend the life of their photos!

## ***Practical Display & Storage Considerations***

**Avoid Bright Light:** Sunlight and fluorescent light have high concentrations of ultraviolet (UV) rays and are especially harmful to photographs. An image exposed to direct sunlight on a daily basis can begin to deteriorate in a matter of months.

**Avoid High Temperature:** Heat greatly accelerates image deterioration. Temperatures exceeding 75° F causes noticeable damage.

**Avoid High Humidity:** Excessive Relative Humidity, (60% or higher) will cause irreparable physical and biological damage.

**Avoid Frames With Glass:** "Sealing" a print behind glass can actually reduce the image life by half. In high humidity, a print can also "glue" itself to the glass and be permanently damaged.

**Avoid Harmful Display and Storage Materials:** Both plastic and paper (& cardboard) can actively destroy your images.

Most consumer marketed plastic pages, sleeves and boxes are manufactured with Polyvinyl Chlorides. Products with PVCs may be inexpensive, but are also very destructive to photographs.

Equally, most consumer paper photo products, such as mats, albums & boxes contain high concentrations of acid & lignin which are also destructive.

### ***Preserving Your Family Heritage***

We strongly encourage everyone to have a Museum Quality B&W portrait done every few years, to assure a lasting family heritage!

You may also wish to have your current color or black & white photographs converted to permanent archival images.

**Expressive & Wendt Images** are proud to offer these services! Please ask us for details on how we can help preserve your family!