

Consulting Services

Giclee, Decor & Fine Art Photography

An Example of FLAAR Services



Dr Nicholas M. Hellmuth

FLAAR offers Consulting Services and Training Services

Dr. Nicholas Hellmuth has experience with giclee, décor and fine art photography. His photographs have been published by National Geographic.

FLAAR has evaluated Epson, Canon, HP, Roland, Mimaki, and Mutoh printers. He has been guest at the world headquarters of HP wide-format printers five times (most recently two months ago). He also also visited the world headquarters of Durst (five times), Gandinnovations, Oce, Mutoh Europe (an entire week), WP Digital (formerly L&P and Spuhl), etc. So he knows how to print art on stone, wood, glass, ceramic tile and other materials.



At left you can see some mirror printed samples at WP Digital In-house this year and at right you can appreciate Nicholas inspecting some printed samples of his photos at Durst 2008.



Nicholas at his visit to Gandinnovation headquarters 2008. He is showing some floor titles sample printed with Gandi 1224 UV flatbed.



Nicholas has been training in the main demo rooms of three RIP companies, has been inside some of the world's largest mills for producing inkjet paper, and has worked with the two top brand names in digital XY flatbed cutter-routers (you can create art by cutting).

Dr. Hellmuth is also trained in lenticular imagery at the HumanEyes headquarters in Israel as well as trained in 3D imaging at Objet Geometries (Israel) and ZCorp (at their main distributor for Eastern Europe, in Ljubljana, Slovenia).



Here you can see Nicholas at HumanEyes headquarters.



Nicholas showing a 3D sample of his face at Z-Corp.

Recently FLAAR received its 28th wide-format printer for in-house testing and evaluation (a 44-inch Z3200). So we keep up to date. Plus, Dr. Hellmuth is the guest in giclee ateliers around the world, including in the atelier of the individual who invented the word giclee back in the 1990's.

FLAAR is one of the few institutes in the world that has all three main giclee digitization formats: medium format (PhaseOne on Hasselblad), large-format (48 Megapixel Better Light) and 80 Megapixel Cruse. Your entire giclee production quality results as much on how you digitize the original image as on what printer, color management, and finishing system you utilize.

Dr. Hellmuth can also assist in helping you understand marketing reality in the world of giclee, décor, and fine art photography.



Consulting Option #1

Dr. Hellmuth arrives the evening prior to the consultation. You receive one full day of consultation the following day (9 am to 4 or 5 p.m. depending on distance to the departing airport) and Dr. Hellmuth departs that evening.

Based on the nature of consultation required, the first day will cost between \$2300 and \$3200 with each additional day at \$1500. Reasonable follow-up calls and e-mail are included for two weeks (at no cost). If additional research or travel is required appropriate costs will be negotiated.

Since airplane flights these days are often delayed, the advantage of Option #1 and Option #2 is that if the flight the night before is delayed, at least he will arrive the next morning. Just realize that with economy plane tickets these days, there is no way to change the return flight (to allow Dr. Hellmuth to stay longer) without a change-ticket fee to the airline.

Consulting Option #2

Arrive in your city the night before to settle in. Consulting begins in the morning anytime from breakfast onward. Can continue into a working and/or social evening meal. FLAAR consultant returns back to his office the following day (because red-eye flights into Toledo are not readily available). Hence there are two overnights but maximized time for consulting and getting to know each other during the entire day of meetings.

Based on the nature of consultation required, this option will cost between \$2600 and \$3500 (because of the extra time we are in your city, but your solution may need this extra time). Reasonable follow-up calls and e-mail are included at no extra charge; however, if additional research or travel is requested that will be negotiated.

Consulting Option #3

Dr. Hellmuth arrives the morning of the consultation. You will receive as many hours of consultation as is possible based on arrival time. Dr. Hellmuth departs that evening.

Based on the nature of consultation required, this option will cost between \$2000 and \$2300. Reasonable follow-up calls and emails are included at no extra charge; however, if additional research or travel is requested that will be negotiated.

Realize that if there is a weather delay or other airplane related delay, there is no way to recuperate the lost time. If Business Class airfare is paid, then usually there is no change-fee for departing later or even the next day.

Option #4 - Visit an industry trade show with Dr. Hellmuth

Dr. Hellmuth will spend two to three hours with you at an industry trade show. This option includes a “walk through” of the event and a follow-up dinner that evening to discuss your options and any questions you might have. During the walk-through Dr. Hellmuth will “translate” dealer statements and his expertise will result in your visit to the booths to be at a level of service that is generally reserved for the digital imaging elite.



The two hour option costs \$1200; the three hour option costs \$1500. Any additional hour is \$300. If the trade show is one annually attended by FLAAR, no travel or hotel costs are assessed. If the trade show is not usually attended by FLAAR than you are also responsible for the travel expenses outlined for regular consulting. Reasonable follow-up calls and emails are included at no extra charge; however, if additional research or travel is requested that cost can be discussed.

Canon booth at the Art Expo trade show

You can visit the Canon booth on your own, but we have access to information from giclee ateliers in the US and Europe who actually installed a Canon in their studio. And we are now checking with installations of HP Z2100 and a giclee production facility that tried the switch from Epson to the HP Z3100 (previously they used an Iris, so you can see how far technology is changing the choice of printers today in 2007).

So if you visit a trade show booth together with FLAAR, you have an envious perspective.



Option #5 -Tele-conference

Rather than anyone flying anywhere, the consulting can be by tele-conference. We send pertinent FLAAR reports in advance and discuss them personally item by item with question-and-answer format on the telephone. There is a minimum fee of \$1200, which covers 1 to 3 hours consulting. Reasonable follow-up calls and emails are included at no extra charge for a 30-day period after the initial phone, Skype, or e-mail conference.

Notice that the tele-conference option also means we will send pertinent FLAAR Reports on giclee (including digitizing the original works of art) at no extra cost (obviously not ten tons, but definitely starter-sets for giclee).

Option #6 - Budget Consultation

If you purchase \$800 of FLAAR Reports you can ask for 30 minutes of consulting via telephone, Skype or e-mail at no additional cost. Once you make your purchase,, and have received and read the reports, ask FrontDesk@FLAAR.org for how best to contact Dr. Hellmuth.

Option #7 – Hourly consulting (total up to 8 hours worth)

More and more corporations, printshops and individuals are asking if they can have consulting, but over a period of several months, and not necessarily flying Dr. Hellmuth to their distant location. So we are adding a new option: retainer over a 3-month period.

You can Skype, telephone, or e-mail your questions and we will respond over a 3-month period (up to “one day’s” value of hours). Research naturally involves our hours also; complex topics are more research than a simple topic.

So you do not have to pay for any airfare or hotel either. Plus your questions are not limited to a single visit on a single day.



The rates below are also our base-rate for or answers for your initial questions. Often a company has one or two basic questions, but our ability to answer is based on 11 years of experience and/or the roughly 235,000 miles that Dr Hellmuth travels each year to inspect ink labs, test materials, visit printer factories and do site-visit case studies in screen printing, offset printing, giclee, photo labs, franchise sign shops, etc.

So Dr. Hellmuth is available for three months to answer your questions. Price is

- \$4100 for Patent attorneys, Expert Witness information, investments, buy-outs, opening or closing a division, etc.
- \$3500 for manufacturers in Asia

“Manufacturer” means for printers (UV, latex, solvent, textile, new alternative inks), for inks (OEM, new ink chemistries), printable materials (media, substrates), or major components or accessories. Consulting from FLAAR provides realistic information on trends (not puffed up statistics).

- \$3300 for manufacturers in Europe
- \$3200 for manufacturers in US and Canada (manufacturers is broadly defined, of ink, printers, materials, components, seeking OEM partners or simply information on pros, cons, trends, etc),
- \$3100 for equity investment firms, or any banking, investment, research and marketing company working with buying, selling, arranging new distributors, setting up new relationships, or corporate reorganizations
- \$3000 for franchise headquarters, with many separate franchise operators
- \$2700 for distributors or resellers
- \$2600 for PP or any atypical material to print on, including atypical or hard-to-handle packaging materials (other than paper and board).
- \$2500 for speciality applications: glass, ceramic tiles, stone, architectural materials, by a factory or producer or distributor,
- \$2500 for textile printing, textile selection, textile printers to a corporation wishing to get into this field (if you are a manufacturer, or distributor, however, you must select your appropriate tariff).
- \$2400 for significant issues, substantial assistance, long-term needs; especially for companies (printing companies, any application: signage, textiles) that need full-service over a several month period.
- \$2300 for screen printing, offset printing, packaging (flexo replacement) or any substantial digital printing company. In other words, for any large company that prints signage.
- \$2200 for printshops such as sign shops, giclee, décor, photo labs, etc.
- \$2100 for architects, interior decorators, artists, photographers who wish to print on canvas, or décor including wood, stone, glass, tiles, etc.
- \$2000 for questions about textile printers, textile inks, workflow, etc. to an individual or start-up.
- \$1500 for FastSigns, SignsNow or other individual franchise sign or franchise reprographic shops
- \$1200 for individuals, start-ups (home business, retirement business, second-business with no employees other than yourself and/or spouse).

Please be realistic: if you are a start-up for a major endeavor, then you need to select the rates for your size company and the importance of your questions. The \$1200 rate is for the proverbial “one man shop.” If you are already an established company, if you already have a corporate building or office, and have more than two employees, then the \$1200 rate is not appropriate for you.

If you wish to print on more than watercolor paper or canvas, select the rate for architects, interior decorators, artists; or for printshops who wish to do comparable diverse printing.

Option #8 – Consulting + Color Management Training

Dr. Hellmuth and one additional color management specialist will arrive the evening prior to the consultation. You will receive three full days with Dr. Hellmuth and the color management specialist. Included in this



consultation is hands-on training session (for one, two, or three individuals) with the specialist in color management, information on RIP software, and information on UV-flatbed printers which compliments and enhances the training.

Dr. Hellmuth works regularly with three color management specialists, each of whom have degrees from universities in appropriate printer and color management and two of whom are multi-lingual. Details are available upon request. Selection depends on your preferences and which specialist is available at the time and place they are needed. Cost varies based on nature and depth of consultation and training required.

A non-refundable deposit of \$300 is invoiced as an initial downpayment because our finding and/or recommending a consultant in color management is in itself a professional service. This way you are not obligated to select our choice (you may negotiate directly with the color management specialist we recommend).



You need a personal trainer to really learn color management inside out (plus lots of practice afterwards). Two large giclee ateliers where FLAAR is consultant first tried to wing-it on their own (everything else they got directly from FLAAR Reports).

Surely some people will be able to learn color management on their own, but there are so many common pitfalls (that the books simply don't explain). A personal visit is by far the best investment.

And, no offense meant, but some people may simply never learn the ins and outs of color management. Not at all because it's difficult, just because you have to be very patient, and learn a few of the rules.



Mandy and Nicholas also review what books they recommend. But no matter how many books you read, it is essential to have personal training.



Transportation

If you choose to bring Dr. Hellmuth to your offices, in addition to the consulting fee, you cover the reasonable travel expenses. This includes air transportation, ground transportation to and from airport, parking at airport when a taxi is not used, rental car unless you provide transportation, lodging and meals. FLAAR asks that air transportation preferably be on Delta, Northwest Airlines, Continental or KLM; second choice is American Airlines, Continental, Japan Air, KLM, Korean Air, Lufthansa, Northwest, United, US Airways, Air France and any of their alliance partners. Also, while First or Business Class is not a requirement nor expected, it is appreciated when possible and allows for arriving in better condition.

Additional Included Benefits

Dr. Hellmuth will answer questions about other subjects (if you wish):

- Scanners and scanner software
- Fine art photography: 35mm, medium format, or large format (your choice)
- Solvent and eco-solvent ink printers for décor aspects of giclee
- HP latex ink printers
- Digital photography of all sizes and shapes
- Basics relative to variable-data short-run digital printers (HP-Indigo, Xerox iGen3, Kodak/Heidelberg NexPress, Xeikon)

We understand that each company that comes to us wants to find a solution to their problems. But in some cases, the factual answer is that today's technology is not yet able to do such-and-such. Here you have an honest conclusion that can possibly spare your company having spent lots of money on a solution (that was promised) but which in fact may not provide what you really need.

Another advantage of consulting with FLAAR is that we are familiar about future technologies, the next generation of wide-format printer inks, and advances on UV-curing lamps. When we are under NDA about the brands, models, and features, we are obviously not allowed nor in any way able to pass along that specific information. But, since we already know what technologies, applications, and markets will open up later this year and next year, we can assist in future planning. It is safer for your company to learn reality up front, rather than having false expectations.

We work under NDA or your company's form of confidentiality agreement.

Our biggest assets are that

- FLAAR is independent,
- we have international experience (Dr. Hellmuth has lived in Japan, Switzerland, Austria, Germany, and Latin America most of his life; has lectured in Istanbul, Dubai, Korea, Ljubljana, etc).
- we have networking capabilities accessing information 24/7 (it's amazing what a professor can learn, probably because people realize we are truly interested)
- our readers (print shop owners, management, and printer operators) provide us with constant feedback on pros and cons of equipment
- our readers also inform us clearly what the trends are: in technology and applications



FLAAR receives several thousand e-mails a year from corporations and individuals.



If you are not receiving consulting information from FLAAR, you might want to ask what you are missing, and how you might make up for lost time by arranging a consulting appointment for Nicholas Hellmuth to visit your office.

Since over one million people a year read the FLAAR web sites, we have a world-wide perspective and receive hourly input from printshop owners, printshop managers and corporate decision makers.

Consulting is available to

• **End-users,**

- screen printing companies who want to add digital
- photo labs, both commercial photography and fine art photography
- giclee, décor companies
- specialty decoration companies (interior design)
- franchise signage printshops: SignsNow, FastSigns, etc.
- packaging printing (both production and proofing of packaging)
- printing on fabrics and textiles
- printing on glass, mirrors, ceramic tiles, wood, stone
- printing on industrial materials (computer cases, cell phones, etc).
- printshops of all other sizes and types (signage, proofing, photos, etc)
- reprographic printers who want to survive in the digital world
- offset, flexo or gravure printers who wish to add digital (inkjet) presses
- museums, state or national parks, universities, libraries, archives
- any company that needs help for printing or decoration

• **Manufacturers, distributors, resellers**

- of UV-cured printers,
- solvent printers (eco-solvent, mild/lite-solvent, full solvent, bio-solvent),
- water-based printer manufacturers
- dye-sublimation printers and heat press calendaring systems
- textile printers
- printer components
- LED and other forms of UV-curing
- thermal transfer printers
- RIP companies,
- media, substrate, or printing materials companies
- ink: OEM, after-market: UV, textile, all solvent, new inks too
- laminating equipment manufacturers
- liquid coating, top coating equipment and liquids

Consulting is also available for

- Patent attorneys
- as Expert Witness, or research & reports needed to prepare background.
- Buying, selling, or divesting of, entire companies, divisions, or product lines
- Suggestions as to which companies, products, or chemistries should be considered for acquisition
- (and which companies, products or chemistries are not worth investing in)
- Plus, if you want to buy a company no-matter-what, then what is the real value of this company in today's word: the value of a brand is more what is in their profit or loss sheets.
- Investors, investment banking firms, international business consulting firms



Nicholas Hellmuth has a BA from Harvard, an MA from Brown University (Rhode Island), a PhD from Karl-Franzens Universitaet (Graz, Austria) and several honorary positions thereafter at Yale University. His expertise covers the complete workflow including digitizing the image that will subsequently be printed; he was trainer for the cultural heritage institute, University of Malta, on the island of Malta, as but one example; he was consultant through the Japanese Ministry of Education for Japan's National Museum of Ethnology, Osaka, Japan already at the dawn of digital imaging and digital printing over a decade ago.

Most of his current consulting projects are on giclee, décor, UV-curable inkjet, mild-solvent, eco-solvent, textile printing, lamination (liquid coating) and generally today are under NDA, so we do not list the companies that come to us for expertise, but they include Fortune 500 companies, many of the leading wide-format printer manufacturers, ink, RIP software, and component manufacturers (LED curing lamps for example). FLAAR also consults for individuals and start-ups.

Option, Lectures on Giclee and/or Fine Art Photography for your company, for your museum, university or your club or society that you belong to.

Dr Hellmuth has lectured on giclee in Athens, Dubai, Ljubljana, Zagreb, Belgrade, Seoul, and elsewhere around the world (such as Novosibirsk, Siberia, Russia).



You, or your company or local institution, can have him lecture to your group anywhere in the world.

He can lecture in Español, Deutsch, or English (or can be translated into your local language). He understands Italian, basic French, and some Portuguese but is not able to lecture in those languages (but he can understand most questions and answer them in English or Spanish or German, to be transated).

A lecture fee varies considerably depending upon how long it takes to fly to your location and how many lectures you wish while he is there.

