



Guidelines for Caring for Your Limited Edition Print

Allan Thomas Loder Artwork

A Word About Limited Edition Prints

Art has intrinsic value; it is meant to be enjoyed. Nevertheless, people purchase limited edition prints, not only because of the beautiful images, but because as limited editions sell out, they increase in value. Prints retain their value because the number of multiples is limited. Scarcity increases value, so a limited edition will go up in price when the final piece is sold. Because of the law of supply and demand, selling an entire edition drives the price up almost immediately after the edition sells out.

All my prints are high quality Giclées. That means they are printed with fade resistant pigmented inks on proper rag paper (similar to watercolour paper). I've decided not to produce the lesser quality photo offset reproductions. I would rather focus on high quality right from the outset. I want people to be confident knowing that when they buy one of my prints they are buying quality.

The prices posted on my website are consistent across the board. That is, the retail cost is the same in each location that carries my work. I expect prices may go up sometime in the future, but never down. So if you buy a print, you can be sure that the value will not be compromised.

I keep the numbers low on my limited edition prints—i.e., no more than 75. I also have a smaller “decorator’s edition” that is limited to 395. The reason I keep the edition limit to a low number is that it increases the value of each individual print. You can be sure that there is only a certain number of your print in circulation.

Guidelines

To protect your investment, the following suggestions should be followed to increase the life of your limited edition print. Of course, these are only GUIDELINES and it is still your choice of how and where you hang your art work.

1. Probably the most important concern for your limited edition print, even after having it properly framed, is where you decide to hang and display it. All light will over time fade works of art on paper. Never place your print in direct sunlight. Avoid hanging it opposite a window or where there is reflecting sunlight, as it has harmful ultra-violet rays that can be very harmful to inks and paper.
2. Do not hang your print in areas that experience wide temperature variations or high humidity, as this can cause the framing materials to warp. For example, never hang or store your print directly over a radiator or heater, or too close to a wood stove. Avoid hanging your print in a damp basement. Exposure to high temperature and/or high humidity will shorten the life of your print. Air conditioning, humidifiers, and dehumidifiers can help regulate the environment in your home or workplace.
3. When cleaning the glass, do not spray the cleaner directly on the glass—the cleaner could inadvertently run under the edge of the frame, contaminating the mounting material or print. Spray your cloth first and then wipe the glass clean.

Thank you for your interest in my artwork. I sincerely hope you and your- viewing audience will enjoy your limited edition print for many years to come.

Allan Thomas Loder

A handwritten signature in black ink, appearing to read 'Allan Thomas Loder', written in a cursive, flowing style.