

RANGEFINDER

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THE Marketing ISSUE

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● Moab

Moab Slickrock Metallic Pearl 260 has been around for a little while (to the delight of many), but now Moab has taken the concept to the next level with its new Moab Slickrock Metallic Silver 300. The names of these papers pretty much say it all—they're slick, smooth and their high-gloss surfaces have a metallic look. Slickrock Metallic Pearl 260 is a slightly lighter paper (260gsm) but the new Metallic Silver 300 (gsm) is not only heavier but delivers a much slicker metallic look to prints. Both papers are instant dry, compatible with dye and pigment inks—although pigment is recommended—and come in cut sheets and rolls. Fantastic for black-and-white wedding and portrait photography, fashion and product photographers will also be drawn to this new paper, a must-have if you want your images (monochrome or color) to really pop off the page.

Price: \$26-\$500

www.moabpaper.com



Above: Moab Slickrock Metallic Silver 300 papers will make your images pop off the page.