

## **ARS-IMAGO CHEMICALS**

### **NEW PRODUCTS FOR BLACK AND WHITE**

The new line of chemicals produced and distributed by ars-imago are dedicated to all film photography lovers - from the professional photographer to the one who is about to enter the darkroom for the first time. They were conceived for a specific need: to disclose and expand the use of film and traditional analog techniques, while looking ahead.



#### **WHY?**

The answer is simple: because users require it, and because we are willing to innovate and keep the focus on photographic practice that is at the core of our passion, to guide the user into the vast world of analog products and to offer quality and innovative alternatives.

#### **HOW?**

Through the research and identification of simple and professional basic products for development and printing. All the chemicals in the ars-imago line have been subjected to empirical tests, that are clearly described to the user. The products have specific features that the users can follow in the standard process, or modify through experimentation, which can be discussed and verified with ars-imago staff.

The technical data sheets, available in digital format, are documents that can be expanded both through the users's experience and empirical tests coordinated by ars-imago. By doing so, the amount of information available will be constantly increased.