

10 top tips

for buying limited edition prints on-line

Bridekirk
fine art



Angel of the North by Graeme Peacock

Many people buy fine art and limited edition prints for their home or office and in some cases for investment purposes. As art is renowned for appreciating in value, you should first check some key areas before purchasing to ensure you are investing wisely. We have listed ten key points to ensure you are buying a high-quality print that has a very long lifespan and will resist ageing and discolouration and may even turn into a family heirloom.



1.

ONLY THE BEST QUALITY PAPER SHOULD BE USED

Check that the paper texture, colour and weight are substantial as this ensures the quality of the print. The paper weight should be a minimum 250gsm. The acidity level should be between pH7 and pH10 in order to minimise any discolouration with age. The light-fastness ability should be more than capable of accepting the ink and retaining colour values.

For limited run fine art, an edition size of up to 850 is acceptable. However if you are buying art as an investment, the print value will normally appreciate if there is an edition size of 250 or less - with 50 or less making the print more exclusive and likely to achieve better gains in its overall value over time. It is also possible to purchase Open editions signed by the artist, which means that the print can be produced in any in any quantity, size or format. The quality of materials used will be to the same standard as limited edition prints but you stand a greater chance of seeing your print in someone else's home and the chances of it gaining in value will be greatly reduced.



2.

THE QUALITY OF THE INK

The quality of the ink should ensure that a limited edition print is no different from the original. The reproduction quality of the fine art print will depend on the lifespan and quality control of the inks used by the manufacturer as this ensures that the final printed colours are as close as possible to the artist's original colours when the artwork was painted. Using the latest ink and printer technology, prints can be indistinguishable from the original. Check that the light-fastness of the inks used have a lifetime of at least 120 years. Printer technology and ink have greatly improved in recent years, Modern Giclée printers using pigment inks which enable a light-fastness rating of up to 120 years for colours and after rigorous testing, black and white levels are rated at over 200 years. This means that prints can now be produced which have stunning colour fidelity that produces a stable and long-lasting result.



3.

MOUNT BOARD

The mount board is also very important when buying limited edition prints and the quality is determined by the pH value, the thickness, the colour and the archival quality rating. The pH value is a scale for measuring the acidity or alkalinity of materials. Make sure that the mount board is acid-free in order to support the quality of the paper and ink used. Use of cheap mount board could eventually lead to stains appearing on the print, caused by acid content, thus destroying the print and its value.



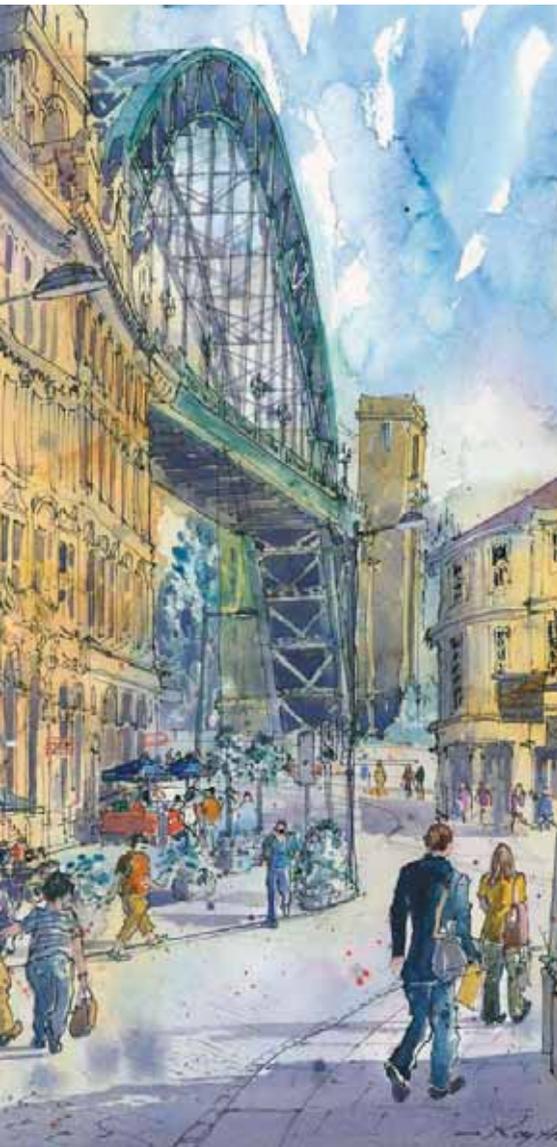
Byker by Peter Francis



4.

CERTIFICATION GUARANTEES QUALITY

Each limited edition print should have a certificate signed by the artist, providing a guarantee that no further reproduction of the image will be made beyond the originally stated quantity. The edition should be signed and numbered by the artist denoting the number of the print from the run. Bridekirk Fine Art is committed to the highest standards of quality and accuracy, a limited edition print purchased from this site. All prints purchased from the site will be shipped with a certificate of authenticity signed by the artist which guarantees that the print is so close in colour and quality to the original artwork that it is, with prints from watercolour originals, difficult to distinguish between the original and the print.



Tyne Bridge by Roy Francis Kirton



5.

FRAMED PRINTS

When buying a limited-edition print, a quality frame and glazing must be used over the mounted print to enhance the print on the wall and also to protect from atmospheric and light damage. Check that special materials such as optical grade Perspex are used when the print is in transit and that the supplier adheres to the standards for both quality and materials used for the frame. The correct UV value or the optical grade Perspex will also protect your print from light damage.



Two Newcastle Bridges by Jim Edwards



6.

CHECK THE STANDARD OF CANVAS

When buying prints on block canvas ensure that the construction of the canvas frame has reinforced corners and that the canvas conforms to the highest standards in respect of colour, weight and quality and has the ability to remain stable when stretched over a wooden frame. Each layer of production for the print should be of high standard and the canvas used is one of the most important elements in ensuring that there is no weak link in the final print.



7.

INVESTING IN FINE ART

When buying limited edition fine art, such as those from Bridekirk Fine Art, for investment purposes the main factor that will help the value of the print appreciate is the reputation of the artist. As long as the print is stored or shown in the correct conditions, printing techniques nowadays can ensure that the lifespan is at least 120 years, which means valuations can rise as each year passes. What you buy today can be a great nest-egg for the future if the time comes to cash in your assets. Of course, all art should be purchased on the basis that you like what you are buying. It is impossible to predict which artist's work will rise in future so if you actually like the painting you have purchased, it means that you have enjoyed a beautiful artwork even if it hasn't increased in value.



8.

PAYING FOR YOUR ART

Make sure when paying for prints that the website uses a secure 3D payment system that protects your details with the latest industry technology. World Pay is Level 1 PCI DSS compliant and is an active and well-known provider for online payments and a part of the Payment Card Industry Security Standards Council. Also ensure that there are no extra charges for paying in a safe and secure way. The site should be a member of an independent officially recognised accreditation system such as Trustwave. You can then be sure that your credit card details remain totally secure.



9.

SHIPPING AND RETURNS POLICIES

When buying limited edition prints, one of the key factors in receiving the print in perfect condition is the way it is shipped. Bridekirk Fine Art offers a superior delivery service that is free for orders delivered to the UK mainland. This includes signed-for delivery and a quality courier service offers tracking so that you know exactly where your print is and when it will be delivered. You can be assured that, protected by industrial strength packaging, the print arrives safely and securely. Check the returns policy so that you are well protected if the print arrives damaged or is not of an acceptable quality and you need to return the print to the gallery.



Cold Comfort in the Yard by Malcolm Teasdale



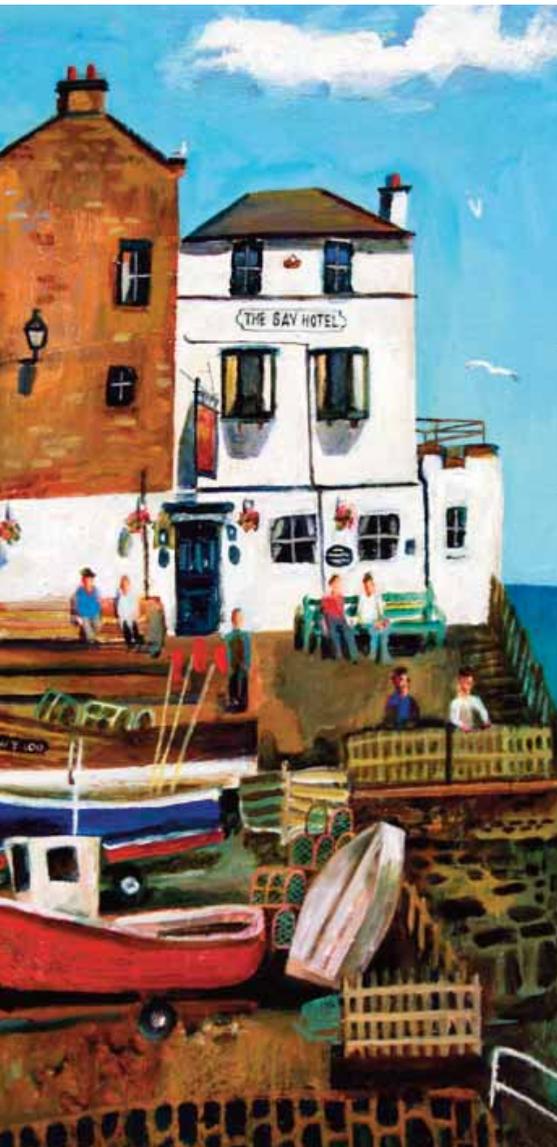
10.

QUALITY IN EVERYTHING WE DO

Finally, when you are buying from a fine art gallery, check that it publishes a full Terms and conditions of sale and that the site is PCI DSS compliant to ensure that your payment is protected by the highest levels of internet security, enforce the highest of industry quality standards which include the quality and weight of paper used, the quality of the ink, as well as shipping protection and framing materials used for all prints which ensures that your print will retain the original colours for over 100 years.

By ensuring that a gallery is applying these standards you can be confident that you will receive a quality print which will provide years of enjoyment and may even increase in value.

To give you even more protection and confidence in the gallery you should check that it conforms to Distance selling regulations which state that if for any reason you are unhappy, you can return your purchase for full credit providing that it is an 'as new' condition when received back by the gallery.



Bridekirk
fine art

