PHOTOKING
P R O · L A B

Services & Pricing Guide

Contents

About PhotoKing

For over 30 years, PhotoKing has been a trusted partner to photographers and studios across Australia. Now part of the digiDirect group, we continue to offer the same high-quality, head-turning photographic prints thanks to our experienced printing staff. Our team's decades of technical expertise ensure your work is presented in the best possible light, whether it's portrait or commercial photography.

About digiDirect

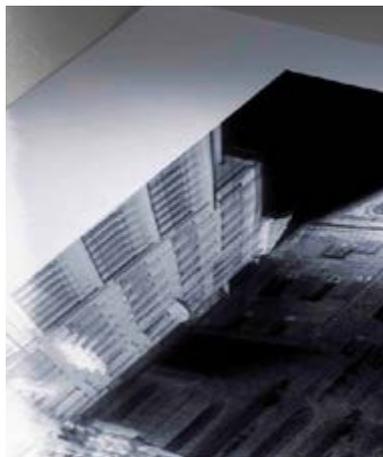digiDirect is dedicated to providing a comfortable and enjoyable shopping experience. We prioritise sales quality and customer satisfaction, offering a no-pressure environment where you can explore, ask questions, and find the right solutions for your needs. With labs across Australia, digiDirect combines a commitment to quality with a passion for customer service, ensuring a pleasant and lasting experience.
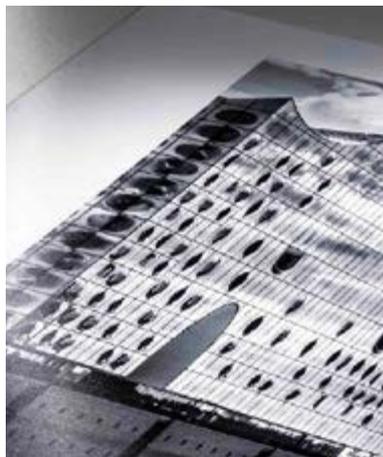
Pro Gloss

Discover the unmatched brilliance of our Gloss paper. Once the standard for all prints, its high-gloss finish and vibrant colours make it a favourite among photographers. Perfect for showcasing your most stunning images. Choose gloss for a striking, stand-out finish

Pro Lustre

Lustre is our top choice for its slightly textured, luxurious feel. It's the perfect paper for prints that will be handled frequently.

Art Matt

Our Art Matt paper features a beautiful, smooth matt finish, ideal for a refined, elegant and premium look in your prints.

Art Metallic

Metallic paper revolutionises glossy photo printing with metallic-like crystals embedded in the emulsion for a unique sheen. It offers rich texture, vibrant colours, and sharp, clear images. Perfect for commercial use.

Ink Jet Giclée Printing (same day service)

| ISO	Inches	cm	Lustre/Gloss	Art Matt	Metallic
		dimensions		price $	
	4x5	10.2x12.7	0.60	4.90	4.90
	4x6	10.2x15.2	0.60	4.90	4.90
	5x5	12.7x12.7	1.60	8.90	9.90
	5x7	12.7x17.8	1.60	8.90	9.90
	5x7.5	12.7x19.1	1.60	8.90	9.90
	6x8	15.2x20.3	2.10	8.90	9.90
A5	5.83x8.27	14.8x21	2.60	8.90	9.90
	6x9	15.2x22.8	2.60	8.90	9.90
	7x10	17.8x25.4	4.50	12.80	14.80
	8x8	20.3x20.3	4.50	12.80	14.80
	8x10	20.3x25.4	4.50	8.90	16.50
	8x12	20.3x30.5	5.50	8.90	19.80
	10x10	25.4x25.4	6.20	13.00	20.50
A4	8.27x11.69	21x29.7	7.20	10.50	20.50
	10x12	25.4x30.5	7.50	15.30	22.50
	10x15	25.4x38.1	11.50	21.80	23.90
	10x16	25.4x40.6	11.80	21.80	28.90
	10x20	25.4x50.8	16.30	32.80	30.50
	11x11	27.9x27.9	11.50	17.50	32.90
	11x14	27.9x35.6	12.60	21.80	35.90
	12x12	30.5x30.5	12.60	18.70	39.90
	12x16	30.5x40.6	12.60	21.80	39.90
A3	11.69x16.54	29.7x42	13.50	22.80	39.90
	12x18	30.5x45.7	13.50	21.80	39.90
	12x24	30.5x61.0	26.00	32.50	39.90

Wide Format & Fine Art

Pro Gloss

The brilliance of Gloss, once the standard for all prints. Its high-gloss finish and vivid colours make it a go-to for photographers wanting stand-out results.
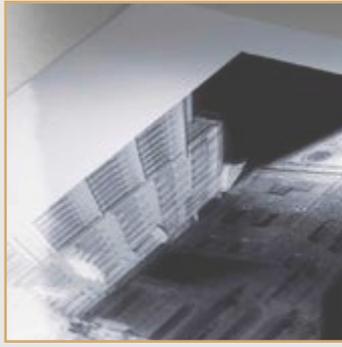
Pro Lustre

Our top choice, Lustre, features a slightly textured, luxurious feel. It's the ideal paper for prints that will be handled often.
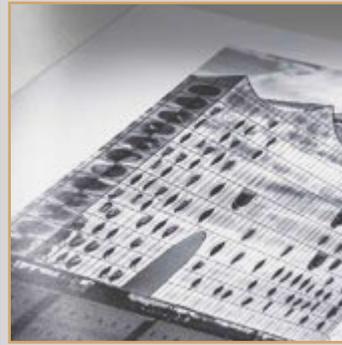
Photo Rag

A top choice for artists. This white cotton paper has a soft feel and light felt texture, adding depth to your prints. Its matt coating ensures brilliant colours, deep blacks, and sharp details.

Metallic Pearl

This premium high-gloss paper features a pearl-like finish and metallic sheen that enhances colours and deep blacks, perfect for portraits, landscapes, and high-resolution images.
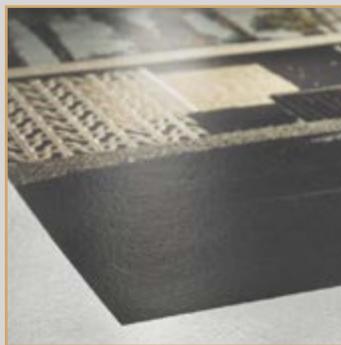
Smooth Pearl

This stunning media delivers excellent clarity, sharpness, and colour range. Its advanced coating and smooth finish reduce glare and fingerprints for a true photographic look.

Matt Canvas

We print on premium Canson matt canvas, ensuring a first class finish Sealant is available for added protection and durability. Our standard canvas stretching includes 2-inch canvas bars and come ready to hang.

Smooth

Hahnemuhle Smooth is a silky white cotton paper perfect for Fine Art prints. Its fine texture and matte coating deliver vibrant colours and sharp detail.

Wide Format & Fine Art (24 hour service)

| ISO | dimensions | | price $ | | |
	Inches	cm	Lustre/Gloss	Metallic	Smooth/Art/ Cotton Rag
	12x12	30.5x30.5	18.60	32.00	68.00
	12x16	30.5x40.6	18.60	32.00	68.00
A3	11.69x16.54	29.7x42	18.60	32.00	68.00
	12x18	30.5x45.7	23.00	32.00	68.00
	12x24	30.5x61	30.00	38.00	76.00
	16x16	40.6x50.8	34.00	50.00	71.00
	19x20	40.6x50.8	34.00	53.00	75.00
	16x24	40.6x61	35.00	57.00	80.00
	20x20	50.8x50.8	35.00	57.00	80.00
A2	16.54x23.39	42x59.4	35.00	57.00	80.00
	20x24	50.8x61	35.00	65.00	93.00
	20x28	50.8x71.1	38.00	67.00	98.00
	20x30	50.8x76.2	45.00	72.00	99.00
	20x32	50.8x81.3	48.00	75.00	104.00
	24x24	61x61	48.00	75.00	132.00
	24x30	61x76.2	51.00	85.00	148.00
	24x32	61x81.3	51.00	85.00	132.00
A1	23.39x33.11	59.4x84.1	51.00	85.00	148.00
	24x36	61x91.4	80.00	110.00	160.00
	30x30	76.2x76.2	70.00	144.00	165.00
	30x40	76.2x101.6	76.00	155.00	175.00
	30x45	76.2x114.3	82.00	175.00	188.00
	30x50	76.2x127	88.00	198.00	210.00
A0	33.11x46.81	84.1x118.8	143.00	220.00	240.00
	40x50	101.6x127	150.00	240.00	255.00
	40x60	101.6x152.4	160.00	248.00	265.00
	40x70	101.6x177.8	165.00	270.00	308.00
	40x75	101.6x190.5	170.00	303.00	330.00
	40x80	101.6x203.2	176.00	325.00	350.00
	44xx44	111.8x111.8	138.00	198.00	265.00
	44x45	111.8x114.3	141.00	204.00	285.00
	44x66	111.8x167.6	187.00	232.00	308.00
	50x50	127x127	165.00	260.00	308.00
	50x60	127x152.4	175.00	300.00	340.00
	50x70	127x177.8	190.00	330.00	375.00
	50x75	127x190.5	203.00	263.00	408.00
	50x80	127x203.2	210.00	395.00	440.00
	60x60	152.4x152.4	220.00	340.00	408.00
	60x75	152.4x190.5	240.00	375.00	430.00
	60x90	152.4x228.6	265.00	418.00	460.00

Hand Stretched

Our canvas prints are meticulously stretched in house. Rope is also included on the back so your art is ready to hang.

Protective Sealant

Your canvas print can be finished with up to three coats of varnish sealant, which provides UV protection to prevent fading over time, shields against dust and dirt, and enhances the overall appearance of your artwork.

Canvas Float Frame

Elevate your cherished photos into gallery-style artwork with our floating-frame canvas. Each piece features a stretched canvas within a 4.5cm thick floating frame, available in black, white, or wood grain, perfect for a contemporary display of your favourite prints.
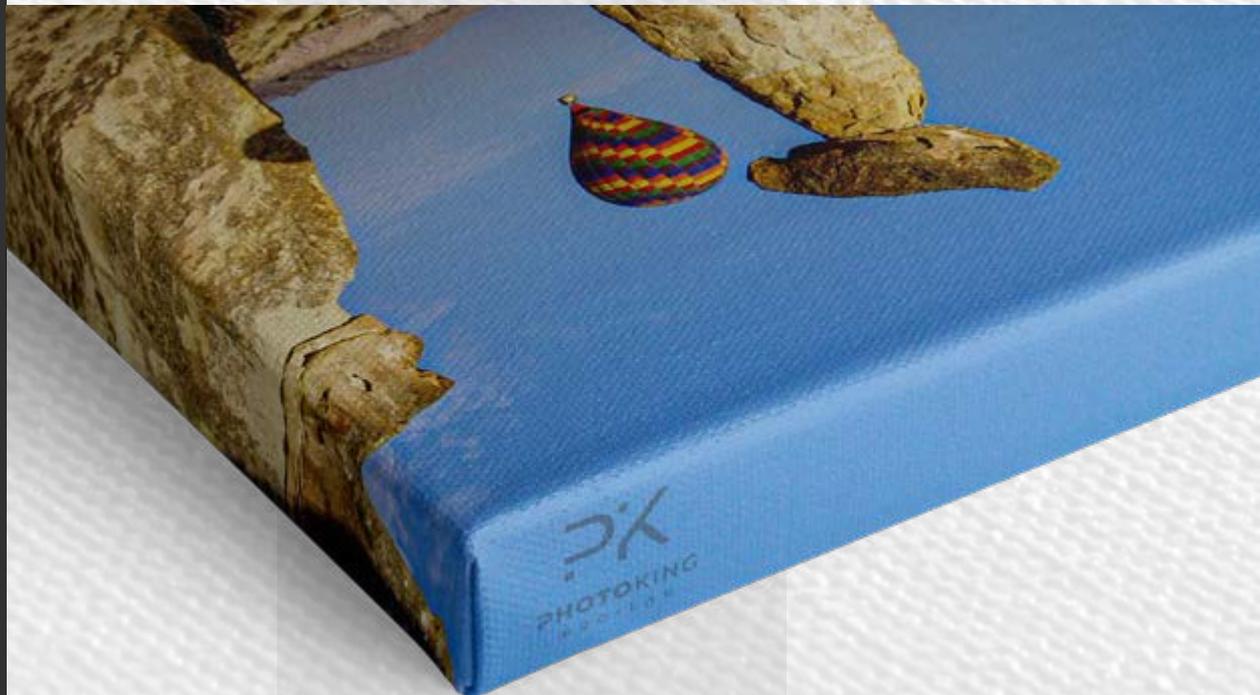
Canvas Printing (2-7 day service)

ISO	Inches	cm	Print only	Print & Stretch	+Sealant
		dimensions		**price $**	
	8x10	20.3x35.4	25.00	73.00	15.00
	8x12	20.3x30.3	27.00	78.00	15.00
	10x10	25.4x25.4	30.00	81.00	15.00
A4	8.27x11.69	21x29.7	32.00	81.00	15.00
	10x12	25.4x30.5	36.00	81.00	15.00
	10x15	25.4x38.1	39.00	95.00	15.00
	10x16	25.4x40.6	43.00	98.00	15.00
	10x20	25.4x50.8	30.20	108.00	15.00
	11x11	27.9x27.9	30.20	78.00	15.00
	11x14	27.9x35.6	33.50	95.00	15.00
	11x16	27.9x40.6	36.80	100.00	15.00
	12x12	30.5x30.5	36.80	82.00	20.00
	12x16	30.5x40.6	40.50	95.00	20.00
A3	11.69x16.54	29.7x42	44.50	108.00	20.00
	12x18	30.5x45.7	44.50	108.00	20.00
	12x24	30.5x61	50.00	123.00	20.00
	16x16	40.6x40.6	53.90	108.00	20.00
	16x20	40.6x50.8	58.90	123.00	20.00
	16x24	40.6x61	64.90	143.00	20.00
	20x20	50.8x50.8	71.50	141.00	28.00
A2	16.54x23.39	42x59.4	78.00	163.00	28.00
	20x24	50.8x61	78.00	163.00	28.00
	20x28	50.8x71.1	80.00	168.00	28.00
	20x30	50.8x76.2	85.00	187.00	28.00
	20x32	50.8x81.3	86.00	198.00	30.00
	24x24	61x61	95.00	193.00	30.00
	24x30	61x76.2	105.00	215.00	30.00
	24x32	61x81.3	108.00	220.00	30.00
A1	23.39x33.11	59.4x84.1	115.00	238.00	30.00
	24x36	61x91.4	115.00	238.00	30.00
	30x30	76.2x76.2	126.00	238.00	35.00
	30x40	76.2x101.6	143.00	285.00	35.00
	30x45	76.2x114.3	162.00	303.00	35.00
	30x50	76.2x127	180.00	320.00	35.00
A0	33.11x46.81	84.1x118.8	240.00	426.00	35.00
	40x50	101.6x127	250.00	450.00	45.00
	40x60	101.6x152.4	290.00	495.00	45.00
	40x70	101.6x177.8	330.00	520.00	45.00
	40x75	101.6x190.5	350.00	540.00	45.00
	40x80	101.6x203.2	385.00	560.00	45.00
	44xx44	111.8x111.8	265.00	540.00	45.00
	44x45	111.8x114.3	310.00	560.00	45.00
	44x66	111.8x167.6	395.00	660.00	45.00
	50x50	127x127	330.00	500.00	45.00
	50x60	127x152.4	363.00	530.00	45.00
	50x70	127x177.8	424.00	550.00	45.00
	50x75	127x190.5	450.00	575.00	45.00
	50x80	127x203.2	485.00	595.00	45.00

· Acrylic ·
The premium medium for mounting photos

Using high quality face mount techniques, your print will be mounted underneath acrylic. Not only is your image UV protected, it is visually stunning and durable and ideal for galleries, public spaces or in any living space.

Float Frame

Diamond Polished Edges, these acrylic panels are available in 3mm & 6mm. Hidden Aluminium backing, so your art is ready to hang and "floats" 12mm off the wall, allowing your image to pop.

Acrylic Block

Thick free-standing acrylic blocks, made from 30mm clear acrylic, add depth and sparkle to your images. Perfect for desks and shelves.

Shadow Frame

Acrylic float frames combines the clarity and sparkle of acrylic images with the organic look of this beautiful timber. Two D-rings are supplied so you art is ready to hang. Available in black, white and oak.

Acrylic Float Frames (7-14 day service)

ISO	Inches	cm	3mm	6mm	Shadow Frame	Gloss Print	Metallic Print
		dimensions			price $		
A4	8.27x11.69	21x29.7	80.00	95.00	104.03	10.00	20.00
	10x12	25.4x30.5	90.00	100.00	114.70	19.00	20.00
	10x15	25.4x38.1	99.00	116.00	58.64	15.00	24.00
	11x14	27.9x35.6	99.00	116.00	58.64	18.00	29.00
	12x16	30.5x40.6	115.00	138.00	145.35	20.00	32.00
A3	11.69x16.54	29.7x42	115.00	150.00	146.57	20.00	32.00
	12x18	30.5x45.7	130.00	160.00	103.18	20.00	32.00
	16x16	40.6x40.6	130.00	160.00	103.18	30.00	50.00
	16x20	40.6x50.8	155.00	193.00	186.26	34.00	53.00
	16x24	40.6x61	175.00	228.00	212.47	35.00	57.00
	20x20	50.8x50.8	175.00	240.00	217.83	35.00	57.00
A2	16.54x23.39	42x59.4	175.00	235.00	217.40	45.00	57.00
	20x24	50.8x61	200.00	255.00	244.04	35.00	57.00
	20x30	50.8x76.2	230.00	320.00	297.51	46.00	72.00
A1	23.39x33.11	59.4x84.1	290.00	400.00	334.49	60.00	110.00
	24x36	61x91.4	310.00	420.00	360.94	80.00	110.00
	30x40	76.2x101.6	350.00	510.00	444.26	76.00	155.00
A0	33.11x46.81	84.1x118.8	420.00	670.00	546.23	88.00	198.00
	36x48	91.4x121.9	455.00	750.00	586.96	150.00	240.00
	40x40	101.6x101.6	430.00	700.00	554.97	138.00	198.00
	40x60	101.6x152.4	620.00	1,00.00	769.99	160.00	248.00

Acrylic Photo Blocks (7-14 day service)

ISO	Inches	cm	Gloss print	Metallic print
		dimensions	price $	
	4x6	10.2x15.2	58.00	62.90
	6x6	15.2x15.2	70.00	79.90
	5x7.5	12.7x19.1	81.00	90.90
	6x8	15.2x20.3	81.00	90.90
	6x9	15.2x22.9	95.00	104.90
	8x8	20.3x20.3	95.00	103.90
	8x10	20.3x25.4	110.00	118.90
	8x12	20.3x30.5	125.00	133.90

Acrylic Mounting

Deluxe & Gallery Photo Frames

A customer favourite.
These solid wooden photo frame, crafted in Australia, showcases a smooth matte finish and is made from premium sustainable materials.

It features a generous double-layered, bevel-cut, acid-free mat-board in Ultimate white, backed with durable solid MDF. Available in a curated selection of three classic finishes.

Australian Made with a Lifetime Warranty

Framed in-house, our Australian made range of photo frames are hand crafted using sustainably sourced mouldings.

LIFETIME WARRANTY
We stand by our frames for life.
If it breaks, we'll make it right.

Framing (2-7 day service)

ISO	Inches	cm	Deluxe Black / White	Deluxe Natural Oak	Gallery Black / White	Gallery Natural Oak
	4x6	10.2x15.2	19.95	22.95		
	5x7	12.7x17.8	24.95	26.95		
A5	5.83x8.27	14.8x21	34.95	39.95		
	6x8	15.2x20.3	34.95	39.95		
	8x8	20.3x20.3	37.95	42.95		
	8x10	20.3x25.4	39.95	44.95		
	8x12	20.3x30.5	44.95	49.95		
	10x10	25.4x25.4	49.95	54.95		
A4	8.27x11.69	21x29.7	39.95	49.95		
	10x20	25.4x50.8	69.95	74.95		
	11x14	27.9x35.6	54.95	64.95		
	12x12	30.5x30.5	54.95	64.95	69.95	84.95
	12x16	30.5x40.6	64.95	69.95	74.95	99.95
A3	11.69x16.54	29.7x42	64.95	69.95	74.95	99.95
	12x18	30.5x45.7	64.95	74.95	84.95	109.95
	16x20	40.6x50.8	84.95	114.95	99.95	114.95
	16x22	40.6x55.8	104.95	114.95	129.95	127.95
A2	16.54x23.39	42x59.4			129.95	149.95
	20x20	50.8x50.8			119.95	149.95
	20x24	50.8x61			129.95	149.95
	20x30	50.8x76.2			159.95	169.95
	24x24	61x61			169.95	174.95
A1	23.39x33.11	59.4x84.1			169.95	199.95

Custom Framing

Custom Gallery Box Frame

Gallery Box frames, with their deep sides, create a substantial 3D effect, making them ideal for large artworks. Your art can be set at the front or back of the frame using spacers, which we recommend for the best look and print longevity.
Available in all standard colours and depths from 30mm to 65mm, our frames can include custom spacers in white, black, or to match your frame or image.

Custom Matted Frames

Matted frames feature an acid-free mat board that protects and enhances your artwork. The mat board creates a visual border, drawing attention to the piece while preventing direct contact with the glass, which helps preserve the art.
Available in black, white or oak, matted frames are perfect for any photography, adding depth and a professional finish.

Custom Gallery Shadow Frame

Our Gallery Shadow Frames are designed to make your art the focal point, creating a floating effect within a clean white setting. The art is mounted on an edgeless aluminium board, set away from the sides and back of the frame.
Perfect for any setting, Space Frames are ideal for both large works and small desk pieces. Acrylic Shadow frames are also available

Calculating the – UCM

We use UCM (Unit of Combined Measurement) to calculate your Custom Framing price: UCM = Length (cm) + Width (cm)
Once you've worked out your UCM, refer to the pricing table on the next page to find your frame price. Always round UP to the nearest break point on the chart.
Note: Print cost not included.

Custom Framing (14 day service)

dimensions			Box Frame		Matted Frame available in Black, White or Oak		Shadow Frame	
ISO	cm	UCM	moulding	price $	moulding	price $	moulding	price $
W		60	A	129.00	D / F	146.00	A	160.00
		70	A	143.00	D / F	156.00	A	179.00
A3	29.7x42	80	A	159.00	D / F	169.00	A	198.00
		90	A	176.00	D / F	185.00	A	222.00
		100	A	196.00	D / F	204.00	A	248.00
A2	42x59.4	110	A	216.00	D / F	225.00	A	273.00
		120	A	239.00	E / F	267.00	A	302.00
		130	A	261.00	E / F	293.00	A	329.00
		140	A	290.00	E / F	315.00	A	363.00
A1	59.4x84.1	150	A	315.00	E / F	343.00	A	393.00
		160	A	343.00	E / F	367.00	A	426.00
		170	A	369.00	F / G / H	425.00	A	458.00
		180	B / C	452.00	F / G / H	454.00	B / C	546.00
		190	B / C	486.00	F / G / H	494.00	B / C	585.00
		200	B / C	524.00	F / G / H	536.00	B / C	628.00
A0	84.1x118.8	210	B / C	664.00	F / G / H	607.00	B / C	774.00
		220	B / C	714.00	F / G / H	689.00	B / C	828.00
		230	B / C	763.00	F / G / H	742.00	B / C	883.00
		240	B / C	814.00	F / G / H	796.00	B / C	939.00
		250	B / C	868.00	F / G / H	853.00	B / C	998.00
		260	B / C	923.00	F / G / H	915.00	B / C	1,058.00

Moulding Key

key	face x depth (millimetres)	face x depth
A	20x40	
B	30x45	
D		20x20
E		30x30
F		40x20
G		40x30
H		60x20

face

depth

Gatorboard Mounting

10mm & 20mm Gatorboards

Gatorboard is a lightweight yet robust board that resists bowing. It features a polyfoam core with a melamine-impregnated surface, providing a hard and durable finish. Compared to standard foam boards, Gatorboards are significantly stronger and less susceptible to bowing, making them ideal for large projects, long-term applications, and premium backing in frames.
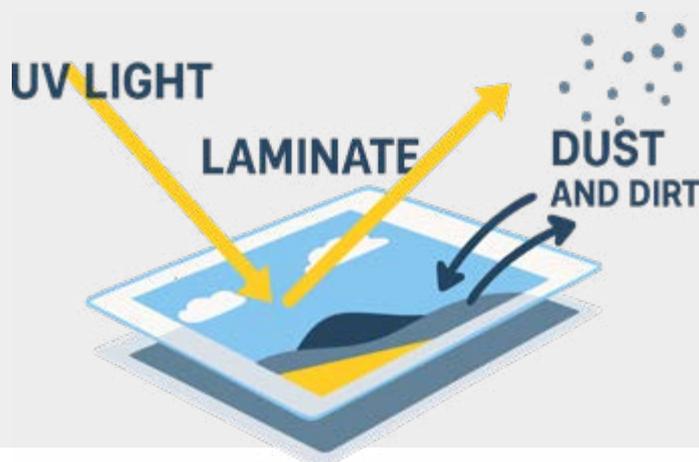
Black or White Edges

Gatorboards are available with a Black or White edging to suit your decor.

Lamination

A clear protective laminate can be applied to safeguard the print. Available in gloss or satin finishes.

UV LIGHT
LAMINATE
DUST AND DIRT

Ready to Hang

Gatorboards are supplied with d-rings and framing-wire so you are fully equipped to hang your art.

Gatorbaord Mounting (7-14 day service)

ISO	cm	UCM	Gatorboard 10mm	Gatorboard 20mm	Edging Balck / White	Lamination Satin / Gloss
	dimensions		price $	price $	price $	price $
		60	51.00	52.00	9.00	9.00
		70	57.00	59.00	10.00	10.00
A3	29.7x42	80	62.00	66.00	12.00	13.00
		90	66.00	72.00	13.00	15.00
		100	72.00	79.00	14.00	18.00
A2	42x59.4	110	79.00	89.00	16.00	20.00
		120	88.00	100.00	17.00	23.00
		130	96.00	112.00	19.00	26.00
		140	104.00	124.00	20.00	30.00
A1	59.4x84.1	150	113.00	137.00	22.00	34.00
		160	121.00	151.00	23.00	38.00
		170	129.00	165.00	24.00	42.00
		180	137.00	181.00	26.00	47.00
		190	146.00	196.00	27.00	52.00
		200	182.00	211.00	29.00	56.00
A0	84.1x118.8	210	195.00	232.00	30.00	61.00
		220	213.00	255.00	32.00	67.00
		230	233.00	278.00	33.00	71.00
		240	254.00	302.00	35.00	78.00
		250	274.00	337.00	36.00	84.00
		260	296.00	354.00	37.00	90.00
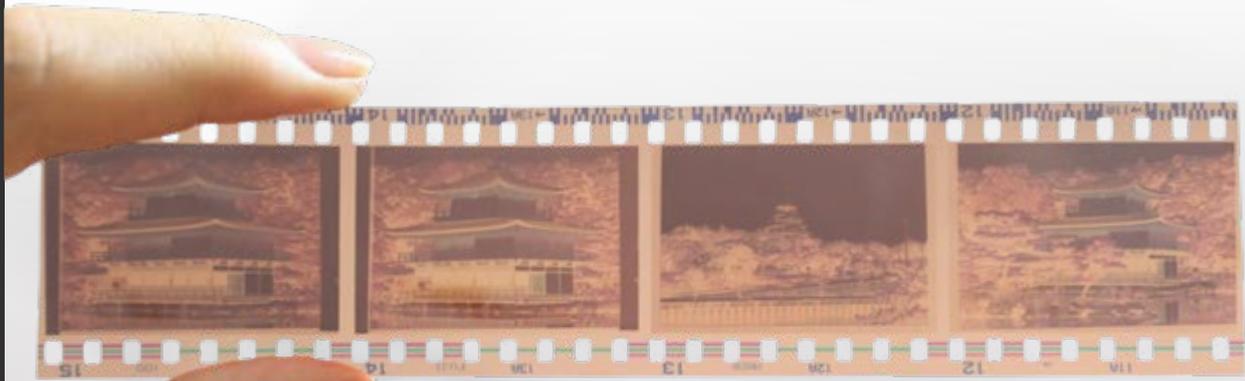
Over
1 Million
Rolls Developed

We can't imagine a world where we are not processing film. We've been processing film since the beginning of digiDirect, and we're committed to keeping it alive and kicking on.

Film Processing (1-3 day service)

service	35mm		120	
	C41	B&W	C41	B&W
	price $			
Develop Only	10.00	20.00	15.00	20.00
Develop & Standard Scan	18.95	28.95	23.95	28.95
Develop & XL TIFF Scans	27.95	37.95	32.95	37.95
24 Exposure prints *at time of devel*	6.95	6.95		
36 Exposure prints *at time of devel*	8.95	8.95		

Shipping

All orders are shipped using Australia Post (or their sub-contracted courier services). You can also choose to collect in any of our NSW digiDirect stores.
Standard Shipping - $8.95 | Express Shipping - $15.00
For all Photo Frames, Acrylic products & Gatorboards the following shipping costs apply;
Standard Shipping - $15.00 | Express Shipping - $20.00

Shipping for Custom Framing is worked out case by case, based on weight and distance. We'll give you a quote before sending.

Drop-Ship Direct to Your Client

PhotoKing is pleased to offer drop-shipping services to photographers and artists. If you would like us to ship directly to your clients, we can do so without branded packaging or invoices. Simply indicate in the notes section that your order is a drop-ship order. This way you can get back to focusing on your work while we take care of the delivery for you.

Where to Find Us

Visit Us In Store

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Parramatta NSW 2150

photoking@digidirect.com.au
02 9689 3000

Visit Us OnLine

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www.digidiret.com.au

@photokingprolab
@digidirect

Our online printing portal makes it easy to order prints, framed prints and other photo products. Simply scan the QR code below and start creating.