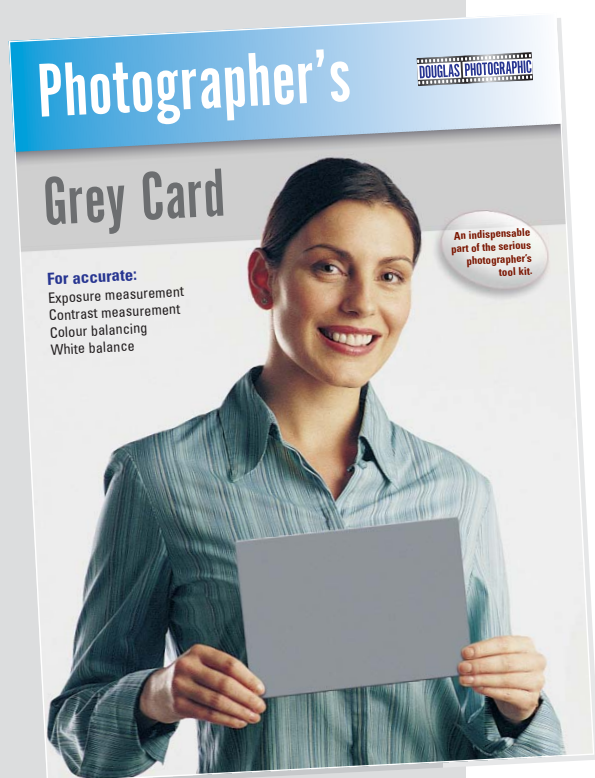


**Question.**

When is a Grey Card  
***not*** a Grey Card?

**Answer.**

When it is ***not*** made by  
Douglas Photographic!



**Comparison of grey side  
reflectance values against 18% ideal:**

Douglas	18.13%
Kodak (8 x 10)	17.77%
Gretagmacbeth Gray Scale	17.76%
Kodak (4 x 5)	18.29%
Jessop	18.54%
Ezybalance (12")	16.34%
Unicolor (8 x 10)	15.96%

Tests conducted July 2006 and based on average of  
red, green and blue values

[www.photo-software.com/greycard.htm](http://www.photo-software.com/greycard.htm)

**DOUGLAS PHOTOGRAPHIC**

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