

Print your festive season photos with a little help from ILFORD

Easy to use, high quality results and compatible with all inkjet printers, ILFORD shows you how to capture those special moments with the right photo media

Marly, Switzerland, 28 November, 2006 – With Christmas and New Year just around the corner, have you thought of the best way to capture those special moments in print? All too often we face disappointment when we print our photographs, or simply stock the images on our computer or in our mobile phone and forget they're even there. ILFORD, a major player in the development and manufacture of photo quality media for inkjet printing and photographic processes, has just the solution.

In a few simple steps, this is what the ILFORD industry experts suggest:

- ❑ **Reproduce your image on screen.** To avoid wasting paper, magnify the screen preview before printing to be sure your image is sharp.
- ❑ **Trim your image on screen.** Don't be afraid to play with basic colour management tools. Crop your image to remove unnecessary background elements before you hit the print option.
- ❑ **Landscape or portrait?** Don't forget that most Christmas or New Year cards tend to use vertical images whereas group family photos are often horizontal. Simply adapt the format setting accordingly to achieve the image you have in mind.
- ❑ **Verify your layout first.** Test your final layout on a plain piece of paper first to make sure you feed the paper into the printer correctly and that the image is placed in exactly the right spot. This again prevents wasting your precious paper.
- ❑ **Check your printer settings.** Poor image quality is often the result of not having the right settings on the printer, so always make sure you have verified this before you print. Visit the ILFORD website by going to http://www.ilford.com/html/us_english/v2/Printasia/printing.asp and match your printer with the type of photo media you've selected to achieve optimum results. The ILFORD product ranges are universally compatible with all good quality inkjet printers in the marketplace.
- ❑ **Choose the right photo media surface.** Decide in advance on the type of finish you're looking for to really set off your images. If you're preparing Christmas or New Year cards, a fine art finish is ideal. If it's to print family photos, glossy paper provides a striking effect or a pearl finish offers a more professional looking result.

"Printing a good quality photograph is much cheaper than people realise", said Andrew Stewart, Sales and Marketing Director, ILFORD Imaging Switzerland GmbH.

"Whether you're making festive cards, printing a photograph of your child to put in a frame for a present or simply recording your special moments, the key to obtaining the right image comes down to the printing and choice of photo media", he concluded.

PRESS RELEASE

About ILFORD:

Founded in 1879, ILFORD is a leading player in the development and manufacture of photo quality media for both inkjet printing and photographic processes.

ILFORD Imaging Switzerland GmbH., the manufacturing operation, together with the ILFORD world-wide Digital Imaging and Colour Photo businesses, has been owned by Oji Paper, Japan, since July 2005. ILFORD now operates as a fully owned subsidiary within Oji's Communications Paper Division, enabling the ILFORD capabilities to run all the way from raw paper through to the highly sophisticated product design and manufacturing processes incorporated in the end product made in Switzerland.

The ILFORD Black and White Photo business, including the UK Manufacturing facility, was acquired by HARMAN technology Limited. Trading as ILFORD Photo, HARMAN is licensed to use the ILFORD brand in association with traditional Black and White silver halide products only.

The ILFORD name is well established in the history of Imaging and today it continues to be associated with cutting edge technology thanks to its strong R&D, technical know-how and manufacturing capabilities.

For more information on ILFORD, please visit www.ilford.com

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