

ILFORD launches GALERIE GOLD Fibre Silk, an authentic baryta paper for inkjet printing

High definition images, extended tonal range and excellent archival properties for the high-end professional photographer

Marly, Switzerland, 10 September, 2007 – ILFORD holds the unique position of having a black and white photographic heritage that dates back to 1879 as well as being involved in digital inkjet imaging from its inception. Its expertise in inkjet coating and ink technology is renowned in the industry, as Dai Jones, Managing Director, ILFORD Imaging Switzerland GmbH, explains: “The evolution of analogue photography through its transition to digital inkjet printing is something that ILFORD is proud to have been a major player in from the outset. Today with the launch of an exciting new traditional paper for inkjet printing, ILFORD can rightly say that it knows how to create a true high quality photograph, by both analogue and digital means.”

In line with the market transition from the analogue darkroom to the digital arena, ILFORD set itself the benchmark of producing the equivalent of a classic air-dried, gloss, black and white fibre based silver image print using current inkjet digital technology.

ILFORD has created GALERIE GOLD Fibre Silk, a 310gsm inkjet media featuring a traditional barium sulphate (baryta) base. The baryta enhances the media surface which gives the creamy whites and velvety blacks that form part of the unique look and feel of a true fibre print; the standard amongst art photographers worldwide. The media also produces real high definition images with an extended tonal range, making it a must for exhibition quality images ranging from vivid colour to dramatic black and whites.

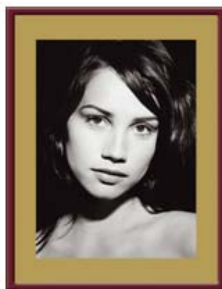
The assembly is completed by a backing layer which ensures that the final printed image has minimal curl. GALERIE GOLD has been specifically designed with no unnecessary additives in the media to guarantee the image lasts and lasts just like a traditional photo print.

“The optimum combination of the base and the coating, together with the media’s excellent archival properties makes ILFORD GALERIE GOLD the perfect complement to the ILFORD GALERIE Smooth and Classic ranges,” said Andrew Stewart, Sales and Marketing Director, ILFORD Imaging Switzerland GmbH. “When used with pigment ink printers, such as Epson and Canon desktop or wide format models, the results are simply stunning.”

Just as traditional silver halide photographs demonstrate, extreme emotions can be captured in an image through warm or cold tones. These same results can be produced digitally, and ILFORD has created specific recommendations on using filter factors to create ‘digital toning’. Ranging from standard black and white, warm tone, cool tone and sepia to gold, selenium and blue, the only limit is the photographer’s imagination. These filter factors together with custom ICC profiles are available for free on the website: www.ilford.com

GALERIE GOLD Fibre Silk was developed by ILFORD after lengthy in-depth consultations with photographers and market opinion leaders from Europe and North America. Finally, customer acceptance tests with leading photographers were the key to ensuring ILFORD had created a product that was truly matched to the professional photographer’s needs.

“For many years, ILFORD has aspired to recreate the images of a by-gone age using the very latest in digital technology,” said Andrew Stewart. “With the combination of a true photographic baryta base and the latest in printer and inkjet solutions, we have finally managed to achieve this. All that’s needed now is the creativity and passion of the photographer!”



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Availability

ILFORD GALERIE GOLD Fibre Silk will be available from JP Distribution throughout the UK from October 2007, in the following sizes:

- ❑ A4, A3 and A2 in 10 and 50 sheet packs
- ❑ 17”, 24” and 44” wide (x 12 metre) rolls

About JP Distribution:

JP Distribution is a successful division of Johnsons Photopia Ltd., an independent, privately owned company that can trace its roots back to 1743. JP Distribution is committed to providing an exclusive complimentary portfolio of leading brands for the professional and enthusiast photographer via a dedicated network of retail partners.

Mamiya, Sekonic, Lastolite, Gepe, Geimuplast, Billingham, Giottos, Peli and Schneider are all part of the JP Distribution brand portfolio.

JP Distribution is located in the heart of England at the company headquarters in Newcastle under Lyme, Staffordshire, where the company employs a wealth of experienced personnel with an unrivalled level of imaging knowledge, expertise and experience.

For more information on JP Distribution, please visit www.johnsons-photopia.co.uk

About ILFORD:

Founded in 1879, ILFORD is a leading player in the development and manufacture of photo quality media for both inkjet printing and colour** photographic processes. The ILFORD worldwide Digital Imaging and Colour Photo businesses, including the R&D and manufacturing operations in Switzerland have 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 name is well established in the history of Imaging and today it continues to be associated with cutting edge technology thanks to its strong links to the photo imaging marketplace, R&D, technical know-how and manufacturing capabilities.

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

** 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.

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