

Relive, revive and reminisce, with ILFORD

Share magic moments with the ILFORD Inkjet Photo Paper Range

Marly, Switzerland, November 17th, 2009 – With the sunny summer days behind us and the heart-warming holiday season quickly approaching, preserving precious memories is on everyone's list. Perfect for personalised greetings, friend and family albums or even framed portraits, the **ILFORD Inkjet Photo Paper Range** offers a complete selection of photo papers for home printing.

The non-stop holiday season has most people running - from cocktail parties to Christmas shopping, time is at a premium. Printing at home has always been a popular activity and with the holiday rush in full swing, the timesaving element of home printing is more fashionable than ever before. People are now equipped to print what they want, when they want and how often they want, in the comfort and convenience of their own homes.

Specially created for the expanding home printing sector, the ILFORD Inkjet Photo Paper Range offers a variety of papers and sizes. Ideal for studio quality portraits, the Premium Plus paper (270 gsm and 290 gsm) is designed to showcase specially selected photos. For photo albums or holiday snapshots, the Premium Photo paper (250 gsm) is the perfect pick.

In addition to creating the top tools for the printing process, ILFORD offers the following home printing holiday hints:

Step one – Choose the right photo finish

When selecting a photo paper it is important to understand what each finish offers. Glossy finishes are perfect for punchy colours and the ILFORD Premium Plus Glossy Paper ensures family photos give a striking effect. For a softer, more professional look, ILFORD Premium Photo Pearl Paper minimises glare with a muted touch. The unique Pearl surface also helps to eliminate fingerprint marks from handling the paper at home.

Step two – Edit online, for an ecological and economical approach

Reproducing images on screen can eliminate printing problems before they reproduce. Simply magnify the screen and preview the photo to ensure your image is sharp and crisp. Then, play around with basic photo editing tools, such as cropping and red-eye reduction, to give your photos a professional, finished look. Finally, consider modifying page orientation from landscape to portrait. This is especially important when selecting an image for Christmas cards that tend to sit vertically rather than horizontally.

Step three – Plain paper practice round

To test the photo layout, feed a plain piece of non-photo paper into the printer, taking the time to ensure the paper is lined up correctly and the images are placed in exactly the right spot. Depending on how the images are positioned, the layout can be adjusted prior to printing on the photo paper.

Step four – Optimise printer settings with free ICC profiles

For radiant results, with clear colours and crisp images, optimise printer settings for the exact ILFORD Inkjet Photo Paper selected with free ICC profiles* at www.ilford.com. The ILFORD product ranges are universally compatible with all quality inkjet printers on the market. Matching printer settings with the photo media chosen guarantees the printed images are the best possible quality, the first time around.

“Preserving precious memories takes on a whole new meaning over the holiday season” begins Jane Dixon, Head of Global Marketing, ILFORD Imaging Switzerland GmbH. “With parties scheduled to the max, people are only too eager to save time by printing their precious photos in the comfort and convenience of the home. The ILFORD Inkjet Photo Paper Range is designed to empower the home printing market with professional looking results. At ILFORD, we are ready to educate our home users with the tips and tricks they need to make the most of the home printing process.”

* ICC Profiles are available for the printers’ original inks only.

* ICC Profiles are available for the Premium Photo Plus and Premium Photo ranges.

Pricing and availability:

The **ILFORD Photo Album Kit**, **Discovery Pack** and **Inkjet Photo Paper Range** are distributed in the UK through JP Distribution.

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, PocketWizard, Peli, Trek-Tech, CamGrip 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, are owned by Oji Paper, Japan.

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

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