



Professional photographers expand service portfolio thanks to new ILFORD Professional Brand

Enhanced image performance and premium graphic quality – some of the numerous benefits to the new ILFORD range of professional film products

Marly, Switzerland, 2 October, 2006 – ILFORD, a major player in the development and manufacture of photo quality media for inkjet printing and photographic processes, announces today the launch of its new ILFORD Professional Brand aimed at helping professional photographers attain maximum image quality through a range of premium products.

In keeping with the ILFORD commitment to providing professional photographers with the tools to achieve constant, superior results, ILFORD has created and manufactured a new range of paper, film and vinyl products.

Developed to fill a niche market, the new ILFORD Professional Brand enables photographers to diversify their services and produce images on translucent, reverse print, vinyl and pop-up films which they can purchase in small quantities rather than committing to buying in bulk. The new product range is also compatible with the ILFORD STUDIO software.

“The intrinsic artistic value of a photograph is as important to professional photographers as its investment value”, said Andrew Stewart, Sales and Marketing Director of ILFORD. “With the new ILFORD Professional Brand, photographers can now work with a host of new applications, without sacrificing quality or image stability. Where the professional photographer may once have been hindered by the lack of such quality products in small quantities, the new additions emphasise the ability of ILFORD to expand and cater for new markets”, he concluded.

The new professional range will go on sale in December 2006 and will be available in 17” – 44” rolls with a minimum order quantity.

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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