

## **Lucie Award winners praise ILFORD GALERIE Gold Fibre Silk, an authentic baryta paper for inkjet printing**

### **Winner of two Lucie Awards chooses GALERIE Gold as his paper of choice**

Springfield, MA, 11 February, 2008 – ILFORD GALERIE Gold, the new baryta paper for inkjet printing created by ILFORD and chosen as an official print media at the Lucie Awards, has received additional endorsement by professional photographers seeking high quality results. ILFORD GALERIE Gold Fibre Silk allows professional photographers to achieve traditional black and white results while using modern digital technology.

After years of photographers striving to obtain traditional black and white images on inkjet media, ILFORD made it their mission to produce a paper of the highest quality that would bring professional photographers out of the dark rooms and into the digital arena. After featuring the Lucie Award's "best of show" prints on the GALERIE Gold media, the photographers' reviews prove that the ILFORD goal has been attained.

With their long standing history with black and white media, ILFORD is pleased to add GALERIE Gold to its impressive list of accomplishments as the new benchmark for digital inkjet media. "The photography world is giving ILFORD very positive feedback about GALERIE Gold, the latest addition to the GALERIE line," remarks Tom Poudrier, Director of Marketing, Oji ILFORD USA. "We are pleased to support photographers' gifts with an outstanding paper that allows their images to shine through the way they have intended."

"It's exciting to find an inkjet paper like GALERIE Gold that produces such an impressive range of tones," raves Gustavo Marx, first place winner of two 2007 Lucie Awards in Beauty and Fashion respectively. "A photograph is designed to evoke an emotion and to freeze a moment in time. I love that on the final print I see the color I imagined when I shot it. It allows me to end the process with total control."

ILFORD GALERIE Gold available in North America since September is able to reveal extreme emotions captured through the photographers lens by using "digital toning". This heavyweight professional paper produces creamy whites and velvety blacks that give photos a traditional look and feel. In addition to having an optimal combination of base and coating, this media has superior archival properties that will allow these images to endure the decades. A timeless image can now be just that.

For free access to ICC profiles and additional support, please visit the ILFORD website: [www.ilford.com](http://www.ilford.com)

#### **Availability:**

ILFORD GALERIE Gold Fibre Silk is available to Photo retailers through WYNIT, the ILFORD Master Distributor throughout the USA, in the following sizes:

- 8.5"x11", 13"x19", 17"x22" in 10 and 50 sheet packs
- 17", 24", 44" and 50"wide (40' long) rolls

**About ILFORD:**

Founded in 1879, ILFORD is a leading player in the development and manufacture of photo quality media for both inkjet printing and color photographic processes. The ILFORD worldwide Digital Imaging and Color 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](http://www.ilford.com)

**About OJI ILFORD USA:**

Established in January of 2006, Oji ILFORD USA was incorporated to meet the demanding needs of the North American inkjet market. Oji ILFORD USA is responsible for the sales and marketing of all inkjet and related technology paper products to the North American market and its products are manufactured within the Communications Papers Division of the Oji Paper Group.

The manufacturers are made up of the Parent Company, Oji Paper Co. Ltd., ILFORD Imaging Switzerland and Kanzaki Specialty Papers. The Oji Paper Group companies comprise one of the largest surface coating companies in the world, enabling Oji ILFORD USA to have the most dynamic and complete product offering available in the market today. Oji ILFORD USA (OIUSA) key objective is to bring its clients a world of imaging choices.

For more information on OIUSA, please visit [www.ilford.com](http://www.ilford.com)

**About the International Photography Awards:**

The International Photography Awards' three fold mission is to salute the achievements of the world's finest photographers, to discover emerging talent and to promote the appreciation of photography. The photography communities from countries around the globe pay tribute to the year's most outstanding photographic achievements at the annual Lucie Awards ceremony. Presented by Pilsner Urquell, the Lucies recognize men and women whose life's work in photography merits the highest acclaim by their peers. The winners of IPA photographer of the Year, the Discovery of the Year and Deeper Perspective photographer of the Year are announced at the Lucies and are awarded cash prizes and statues. The Lucie Awards is a 501(c)3 non-profit charitable foundation.

**About WYNIT:**

WYNIT, Inc. a 19-year old company, is a leading national distributor of photographic, digital imaging, computer peripheral and consumer electronic products for personal and professional use that are sold to dealers throughout the United States. In addition, WYNIT also distributes video editing, photo ID, security and outdoor electronic products, and is known for competitive pricing, dedicated sales reps and superlative service. For more information, call WYNIT at 1-800-GO-WYNIT or visit [www.wynit.com](http://www.wynit.com), email [marketing@wynit.com](mailto:marketing@wynit.com) or fax 315-437-0432.

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