



ILFORD OMNIJET Instant Dry Glossy Backlit Film attracts attention

Optimised coating offers impressive contrast ideal for day and night display

Marly, Switzerland, May, 2009 – Thanks to their history in premium products and their commitment to discovering the latest digital imaging techniques, **ILFORD** now offers **OMNIJET Instant Dry Glossy Backlit Film**, designed to attract attention to premium brands. Both commercial print providers and brand owners are selecting this 180 gsm polyester media, which features an optimised coating that sets off vibrant colours while providing impressive contrast ideal for day or night displays.

With the electrifying combination of colour and illumination proven to draw in potential customers, lit-up displays are the media of choice for high-traffic zones such as retail outlets, travel hubs, offices and exhibitions. From perfumes and cosmetics to banking and insurance products, light box applications are the perfect platform when showcasing luxury goods and services.

The ILFORD OMNIJET line, dedicated to the commercial inkjet market, now features a newly optimised backlit film created for light box applications. OMNIJET Instant Dry Glossy Backlit Film is gaining international recognition for both eye-catching appeal and product versatility.

Image quality on the new OMNIJET film is superb, with the glossy finish designed to give vibrant shades added radiance. High saturation and homogeneous colour provide impressive contrast designed for both day and night display, while the optimised coating diffuses the light evenly, creating overall visual appeal.

Robust and rich, the film is created on a polyester base with excellent anti-curl characteristics. The instant dry inkjet receiving layer ensures the media is easy to work with for even the most challenging printing projects.

Designed for use with both dye and pigment inks, the OMNIJET Instant Dry Glossy Backlit Film is universally compatible with the most recent wide-format printers. ICC profiles and compatibility charts are available at www.ilford.com to ensure professional results are achieved with the optimal printer settings.

“The OMNIJET Instant Dry Glossy Backlit Film is, indeed, striking a chord with both professional printers and luxury brands,” shares Jane Dixon, Head of Global Marketing, ILFORD Imaging Switzerland GmbH. “The glossy surface on the media enhances rich colour palettes while difficult to achieve blacks come out sharp and black! We were confident the instant dry surface and day or night display options would impress the wide-format community, and if these vivid results attract the attention of the end consumer, that pleases everyone.”

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OMNIJET Instant Dry Glossy Backlit Film features:

- o Universal compatibility
- o High gloss finish
- o Impressive contrast for day or night display options
- o Free ICC profiles – maximise final results

Product availability:

Designed exclusively for sale in partnership with distributors, ILFORD OMNIJET Instant Dry Glossy White Film is available now, through Omnijet UK Limited.

About Omnijet UK Limited:

Omnijet UK Limited was created as a central warehouse/hub to provide the full range of ILFORD OMNIJET products within the UK. The ILFORD OMNIJET inkjet medias already play a significant role in the UK wide format supplies business.

For more information on Omnijet UK Limited, please contact the sales team on 01304 832534 or at sales@omnijet.uk.com or visit the company website at www.ilford.com

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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