



## **ILFORD OMNIJET Instant Dry Glossy Portable Display Film offers an array of applications**

**From indoor point-of-sale to long-term pop-ups, print possibilities are plentiful**

Marly, Switzerland, 25<sup>th</sup> August, 2009 – The latest addition to the ILFORD OMNIJET line designed especially for the commercial printing market has officially been released - **OMNIJET Instant Dry Glossy Portable Display Film**. Ideal for indoor display applications, the polyester based glossy white film with an instant-dry ink receiving layer is winning praise for both image quality and product versatility.

In line with the high performance ILFORD OMNIJET range, OMNIJET Instant Dry Glossy Portable Display Film is designed by the ILFORD research and development team, dedicated to discovering and implementing cutting-edge digital imaging techniques. The innovative light blocking layer on this new media offers maximum opacity, perfect for pop-up applications and displays in public locations that command excellent image precision with no show through.

Image quality is also enhanced thanks to the ultra smooth layer which sets off radiant colour, showcasing images on an eye-catching, glossy finish. From bright blues to rich reds, colours burst with brilliant intensity thanks to the superior coating the new media offers.

The polyester base on the film also boosts visual impact; tear resistant and dimensionally stable, the robust media remains stunning in the most demanding environments. Furthermore, the instant dry properties translate into an easy to use media. Commercial printers can use the OMNIJET film with confidence, knowing it was designed to meet the demands of both collapsible and frame supported displays.

Created with universal compatibility in mind, OMNIJET Instant Dry Glossy Portable Display Film is equally as effective with piezo and thermal wide format inkjet printers and compatible with both dye and pigment ink types. This universal compatibility means less financial commitment is related to inventory, as the stock commercial printers have on hand is used more efficiently.

In addition to universal compatibility, the new media is suited for both laminated and un-laminated applications. From attractive in-store displays to temporary trade show decor the Instant Dry Glossy Portable Display Film offers a number of un-laminated options. Thanks to proper bonding properties, the media can also be laminated with a suitable protective film making it the ideal choice for long-term pop-up displays at exhibitions, trade fairs, and points-of-sale.

To ensure commercial printers maximize their efforts and achieve impressive print results the first time around, ICC profiles and compatibility charts are available at [www.ilford.com](http://www.ilford.com).

“At a time when excess stock can mean untapped investment, commercial printers are apprehensive about holding a wide range of media,” begins Jane Dixon, Head of Global Marketing, ILFORD Imaging Switzerland GmbH. “At ILFORD, we strive to meet our customer needs in terms of both image quality and product efficiency.

“With our new OMNIJET product line, we have succeeded in creating products which offer superior print results while catering to compatibility requests. If commercial printers are able to invest less in stock, without compromising image quality, they will be able to invest more in people, marketing, business development and other areas, which is a positive outcome for the industry as a whole,” Dixon finishes.

**Features and benefits:**

|                           |    |                         |
|---------------------------|----|-------------------------|
| Universal compatibility   | -- | Limits stocks           |
| Light blocking layer      | -  | Maximum opacity         |
| Proper bonding properties | -  | Excellent lamination    |
| Roll-up and pop-up        | -  | Right media for the job |
| Ultra smooth surface      | -  | High gloss images       |
| Polyester base            | -  | Perfectly flat displays |
| ICC profiles available    | -  | Optimized results       |

**Product availability:**

Designed exclusively for sale in partnership with distributors, ILFORD OMNIJET Instant Dry Glossy Portable Display 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](mailto:sales@omnijet.uk.com) or visit the company website at [www.ilford.com](http://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](http://www.ilford.com)

**Press contact:**

Mark Voysey  
Omnijet UK Ltd  
[mark.omnijet@googlemail.com](mailto:mark.omnijet@googlemail.com)  
Telephone: 01304 832 534  
Fax: 01304 832 521