



ILFORD OMNIJET Instant Dry Glossy White Film now available

New OMNIJET film fuels wide format features and functions

Marly, Switzerland, 17. March, 2009 – Driven by their desire to create cutting-edge products for the wide format industry, ILFORD has officially launched **OMNIJET Instant Dry Glossy White Film**, a polyester-based media with an instant dry ink-receiving layer. Designed for mounting or pop-up displays in the commercial inkjet market, OMNIJET Instant Dry Glossy White Film combines universal compatibility with the latest in digital imaging technology, resulting in stunning print quality images.

Between the international credit crunch and improvements in digital technology, wide format professionals strive to strike a balance between exceptional results and efficient, accessible solutions. Perfectly compatible with piezo and thermal wide format inkjet printers, and equally suited for dye or pigment ink types, OMNIJET Instant Dry Glossy White Film generates impressive images while allowing professionals to carry less stock, making it an effective and artistic choice.

Engineered for high gloss mounting or pop-up displays, OMNIJET Instant Dry Glossy White Film produces astounding, photo quality results for indoor employment. Un-laminated, the eye-catching high-gloss images achieved suit short-term use. When laminated with an appropriate protective film, the polyester base produces a tear-resistant and dimensionally stable material made for showcasing at exhibitions, trade shows and point-of-sale sites.

For maximum opacity and resistance, an opaque film backing is recommended in addition to the over-laminate. Depending on the thickness of the backing later, OMNIJET Instant Dry Glossy White Film is perfect for **both roll-up and frame** supported pop-up displays.

“First and foremost, we are incredibly pleased with the photo quality results attained with the new OMNIJET Instant Dry Glossy White Film,” said Andrew Stewart, Sales and Marketing Director, ILFORD Imaging Switzerland GmbH. “Given these tight economic times, we are also happy to offer our customers a diverse media, which will permit them to invest less in stock on hand, and more in every other area of their business. At the end of the day, we know our customers have to consider quality and efficiency, and OMNIJET Instant Dry Glossy White Film excels in both areas,” he finished.

OMNIJET Instant Dry Glossy White Film features:

- Universal compatibility – limits stock
- High gloss finish – prints are stunning
- Excellent lamination properties – ensure proper bonding
- Pop-up display capabilities – build a solid system
- Free ICC profiles – maximise final results
- Melinex® film base – guarantee a perfectly flat mounted image

Technical Specifications

OMNIJET Instant Dry Glossy White Film is available in rolls: Weight ISO536 215 gsm; Opacity ISO02471 > 98%; Calliper ISO536 7 mil (175 micron); Gloss (20°) 14%.

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

Press contact:

Mark Voysey
Omnijet UK Ltd
mark.omnijet@googlemail.com
Telephone: 01304 832 534
Fax: 01304 832 521