



## **ILFORD PHOTOVINYL brings a contemporary edge to RA4 equipment**

**New ILFORD PHOTOVINYL offers professional labs an alternative production route to create attractive, high-end displays**

Marly, Switzerland, September 28<sup>th</sup>, 2009 – ILFORD has just launched PHOTOVINYL, a unique, premium quality photo media which, with its traditional photographic look, supports the creation of stunning displays. ILFORD PHOTOVINYL is the only RA4 product on a vinyl base providing professional labs and production houses with a cost effective route, employing their existing equipment, for preparing high quality roll ups, pop ups and banners. The user benefits of vinyl, such as versatility, flexibility and robustness are well known. Now, with the ILFORD product, to these are added all the benefits of true photographic quality at competitive cost.

With the move to digital production, professional labs now have a choice of printing method. The new ILFORD PHOTOVINYL allows these labs to create impressive displays utilising existing RA4, digital or analogue enlarger systems. Processed at paper speed, PHOTOVINYL offers labs and production houses a cost effective production route for high end displays in a timescale which meets the demanding requirements set by their customers.

Luxury brands in the fashion, beauty and perfume sectors will appreciate the high-end look and feel of PHOTOVINYL displays. Visually, the new media offers traffic-stopping results, capturing the broadest colour gamut possible. Blacks come out dark and deep, while whites remain crisp and clean, as PHOTOVINYL takes advantage of traditional photographic film techniques to offer superb print results. The broad variety of colours and shades possible makes it easy to showcase natural looking, smooth skin tones, ideal for attractive consumer displays.

In addition to brilliant colour, PHOTOVINYL is robust and easy to work with. The semi matt finish shows off images beautifully while the media conceals fingerprints. Tear and scratch resistant, PHOTOVINYL can be notched for L- and X- banners, and can also be used without laminate, saving labs an expensive and labour intensive process.

Un-laminated, PHOTOVINYL is strong enough for short-term outdoor displays, and is able to endure sun, rain and severe weather elements for at least one month. In addition, the media can be laminated for long-term outdoor use. Perfect for real photographic banners, roll-up or pop-up displays, PHOTOVINYL is a flexible media with a wide variety of applications.

“Creating high quality displays is an important goal for many professional labs,” explains Jane Dixon, Head of Global Marketing, ILFORD Imaging Switzerland GmbH. “With the new PHOTOVINYL, these labs and production houses can use existing equipment to achieve impressive results. Most importantly, PHOTOVINYL offers a wide and impressive colour gamut, meaning prints on this new media appeal to everyone,” finishes Dixon.

Highly productive, PHOTOVINYL produces these breathtaking photographic quality results at the normal paper processing speed. The new media is fully compatible with RA4 equipment and all existing laser devices including DURST Lambda, OCE Lightjet and Chromira as well as with analogue tungsten enlargers.

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**ILFORD PHOTOVINYL is available in rolls:**

127.0cm x 40m  
101.7cm x 40m  
61.0cm x 50m

**Features and benefits:**

Photographic RA4 paper process  
Clear D-min. deep blacks  
Wide color gamut  
Semi matt finish  
Tear resistant  
Scratch resistant  
Good resistance against buckling (cracking)  
Short term outdoor use without lamination  
Easy to mount and to laminate  
High productivity

Real photographic image  
Excellent photographic smooth contrast  
Brilliant colors  
Resistant against fingerprints  
Can be notched for L- and X- Banners  
Can be used without laminate  
Superior impression  
No additional lamination needed  
No special handling requirements  
High quality in short time)

**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)

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