



## ILFORD to launch new and improved GALERIE and OMNIJET product ranges at Photokina 2008

**23-28 September, Cologne, Germany**  
**Stand number: B.010, Hall: 10.1**

Marly, Switzerland, 26 August, 2008 – ILFORD is delighted to announce its participation at this year's Photokina in Cologne, Germany. The theme of the stand is '*The Professional's Choice*' and ILFORD is channelling its energy into creating products that will truly benefit the professional's portfolio. As well as expanding the GALERIE product range, ILFORD has worked hard to improve product performance and expand compatibility with new and (future) generation, wide format inkjet printers across the **GALERIE and OMNIJET** product lines.

New innovations and enhanced features include:

- **GALERIE Smooth Pearl and GALERIE Smooth Gloss:** Featuring the next generation of controlled nano technology coated on a redesigned base, a product with superb image quality and an optimum balance of weight, flexibility and opacity has been achieved. The end result is a media that offers sharper images with a higher colour gamut, capable of fully exploiting the performance of today's wide format, aqueous inkjet printers. The rolls will be available from 17" to 60" wide.
- **GALERIE Graphic:** This new range has been added to the GALERIE portfolio to provide photographers with a media for specialist applications. Additions include self adhesive vinyl for wall graphics, backlit transparency material for lightboxes and pop-up display media, among others. The media will be available in single rolls from 17" to 44" width.
- **OMNIJET:** A new range of film products have been developed to gain optimum performance from the latest wide format printers on today's market. Instant Dry Glossy Portable Display Films (230 gsm and 400 gsm) for pop up and roll up displays, Instant Dry Glossy Photo White Film (215 gsm) for high gloss photographic images for indoor display and Instant Dry Glossy Backlit Display Film (190 gsm) for lightboxes.

"ILFORD continues to listen closely to what the professional photography and wide format markets are demanding," said Andrew Stewart, Sales and Marketing Director, ILFORD Imaging Switzerland GmbH. "Photokina is the perfect platform to showcase the company's range of new innovations and to once again, show our dedication and support to the industry," he concluded.

To arrange an interview or to request a product demonstration, please contact the press department below.

### **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 RELEASE

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