

**ILFORD DEMONSTRATES NEW TECHNOLOGY PRODUCTS  
AT VISCOM, GERMANY**

**Marly, Switzerland - 7<sup>th</sup> November 2013.** Today ILFORD, a leading developer and manufacturer of professional quality media for inkjet printing announced the extension of its successful OMNIJET NanoSolvent™ product line and the introduction of its revolutionary OMNIJET AquaBlock™ line of products at Viscom, Germany.

Looking to drive innovation in its media range development programme and provide tangible benefits to the print service provider, ILFORD has been tracking the market trends in the (eco) solvent printer market where the printer manufacturers are developing new hardware solutions for the print service providers with increased productivity and output as well as the addition of new inks such as metallic to meet the changes in demand from the market.

In line with the printer manufacturers, ILFORD has recognised that in today's market the need for maximum productivity and reduced costs are paramount and as a result the new range of OMNIJET NanoSolvent™ media employs a coating which is now able to cope with the increased speeds and productivity from these printers but also offers excellent image quality, no tackiness after printing and the ability to laminate within 30 minutes of printing.

"The unique patent protected coating employs a hybrid multi-layer design which pumps the solvent into the layer and holds the pigment fast on top", explains Paul Willems, Chief Executive Officer, ILFORD Imaging Switzerland GmbH. "With the increase in drying speed, lack of tackiness and fast lamination times, this product can revolutionise a solvent printer's workflow," Willems continued.

In parallel to the OMNIJET NanoSolvent™ range extension, ILFORD has also introduced a range of water resistant products suitable for aqueous pigment printers. This revolutionary coating layer gives today's print providers the ability to drive incremental revenues and applications by offering both indoor and short-term outdoor solutions to their customers.

ILFORD AquaBlock™ coating technology has two unique layers; an innovative absorption layer with a component which, when immersed in water, stops the disintegration of the layers and the second layer which fixes the colourants to create a water resistant top layer to maximise image quality.

Willems explains, "There is a huge install base of aqueous printers in the market place today however, the current media available on the market are limited to indoor applications only. With our focus on media innovation and witnessing the demand growth coming from the outdoor market, we asked our in-house R&D team to develop a layer that would have capability to be used for both indoor and short term outdoor applications without the need for lamination. The result is a range of media that can be displayed outdoor up to 1 year\* which is resistant to moisture and humidity. It is important that we offer our customers the ability to drive incremental business through existing equipment and I believe we have succeeded in doing that with the new range of AquaBlock™ media".

**NanoSolvent™****NanoSolvent™ Glossy Banner Vinyl 340 microns**

A fire retardant vinyl, suitable for both indoor and outdoor banner applications.

**NanoSolvent™ White PET Film 170 microns**

With excellent lay flat properties, the film is suitable for roller and pop-up banner displays, as part of a three-part system or high end point of sale.

**NanoSolvent™ Silverback Banner 275 microns**

A lightblock banner film produced with 30% recycled\*\* content suitable for roller and pop-up banners.

**NanoSolvent™ Silverback Banner 420 microns**

A lightblock banner film produced with 30% recycled\*\* content suitable for pop-up banners and display panels.

**NanoSolvent™ PP Backlit Film 260 microns**

Suitable for day and night applications, with high density and broad colour gamut.

**AquaBlock™**

**AquaBlock™ Satin RC Photo Paper 255gsm**

Suitable for indoor and short term outdoor applications where humidity or light moisture content is an issue.

**AquaBlock™ White PET Film 165 microns**

With excellent lay flat properties, the film is suitable for roller and pop-up banner displays, as part of a three-part system or high end point of sale.

**AquaBlock™ Silverback Banner 260 microns**

A lightblock banner film produced with 30% recycled\*\* content suitable for roller and pop-up banners.

**AquaBlock™ Silverback Banner 420 microns**

A lightblock banner film produced with 30% recycled\*\* content suitable for pop-up banners and display panels.

**AquaBlock™ PP Backlit Film 270 microns**

Suitable for day and night applications, with high density and broad colour gamut.

*\* Based on weather conditions in Northern and Middle Europe and is dependent on the inks used.*

*\*\* See White Paper for more information (source: Fraunhofer Institute Report 2002 on recycling of plastics).*

*In applications where abrasion is a primary concern lamination is recommended.*

**About ILFORD**

Founded in 1879, ILFORD is a leading player in the development and manufacture of consumables for both inkjet printing and colour photographic processes as well as other coated products. The worldwide businesses include R&D and manufacturing operations in Switzerland, with sales operations in the USA, Belgium and Japan.

The ILFORD name is well established in the history of imaging and today continues to be associated with cutting edge technology thanks to its strong links to the photo imaging marketplace, research and development, technical know-how and manufacturing capabilities.

For more information on ILFORD, please visit <http://www.ilford.com/>

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