

Make the most of your festive photos with the ILFORD range of home printing solutions

Keep the New Year spirit alive – without breaking the bank!

Marly, Switzerland, 27 October, 2008 – The holiday season is fast approaching and you may already have decided what presents to buy and who to invite for Christmas and New Year. In the current financial climate, more and more people are turning to affordable, creative gift ideas that won't break the bank but will still delight family and friends.

But why simply limit our imagination and creativity to Christmas and the New Year? ILFORD now has a complete range of affordable, home printing solutions that will help to reproduce the good times you shared with family and friends for months to come. Whether it's a personalised, easy to design, photo book such as the **ILFORD Photo Album Kit** or a selection of quality photographic paper from the **ILFORD Discovery Pack** - that will satisfy even the most demanding of amateur photographers - ILFORD can help you to make the most of your home printers.

ILFORD Discovery Pack:

Aimed at all the family, ILFORD has selected a range of quality products from its **Inkjet Photo Paper Range** to demonstrate how different weights and surfaces of photo paper can enhance your favourite image. The pack includes :



- **Premium Plus Glossy 270gsm**
– 20 sheets

Used by the professionals to achieve optimal studio quality. Ideal for creating special photographs such as family gatherings or festive celebrations;

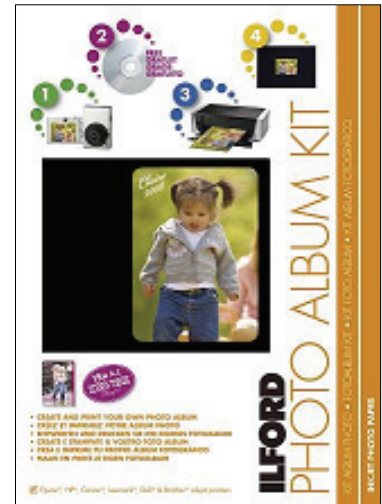
- **Premium Photo Glossy 250gsm** – 20 sheets Perfect for framing your latest winter holiday photographs;

- **Premium Plus Pearl 270gsm*** - 10 sheets
For those everlasting portraits. The added value of this product is that the unique surface does not show fingerprints after handling.

*This paper is available **FREE** as part of the Discovery Pack.

ILFORD Photo Album Kit:

Designed with photo enthusiasts in mind, the kit contains everything you need to produce an album worthy of passing around or giving as a personalised gift. Simply arrange your images with the easy to use software and select the required picture size as well as a suitable background from the gallery of layouts, patterns and frames provided.



The kit includes:

- o 15 sheets of photo paper;
- o A premium quality photo album;
- o Free software;
- o Easy to follow, step by step instructions.

"The ability to print quality photos at home is an essential part of today's modern lifestyle," said Andrew Stewart, Sales and Marketing Director, ILFORD Imaging Switzerland GmbH. "Our range of home printing solutions allows users to play around with special image effects, frames and multi-layouts to add a decorative touch to their prints whenever they like. After all, imagination and creativity shouldn't just stop at Christmas and the New Year!"

Once the festive celebrations are over, why not continue exploring your artistic talents? ILFORD is fast becoming the obvious choice for users looking for a reliable and user friendly printing solution and today, more and more people are turning to the ILFORD brand instead of their local photo lab for professional results. Adding your favourite christening, wedding or birthday shots to a stylish album, such as the **ILFORD Photo Album Kit**, or printing and framing your selected pictures on quality ILFORD photo paper are all effective ways of prolonging the party spirit.

In addition, ICC Profiles - unique files which optimise your printer and Original Equipment Manufacturer ink to obtain the finest quality prints - can be downloaded for free from the ILFORD website, www.ilford.com

Availability:

The **ILFORD Photo Album Kit**, **Discovery Pack** and **Inkjet Photo Paper Range** are distributed in the UK through JP Distribution and OMNIJET UK Limited.

JP Distribution:

JP Distribution is a successful division of Johnsons Photopia Ltd., an independent, privately owned company that can trace its roots back to 1743. JP Distribution is committed to providing an exclusive complimentary portfolio of leading brands for the professional and enthusiast photographer via a dedicated network of retail partners.

Mamiya, Sekonic, Lastolite, Gepe, Geimuplast, Billingham, PocketWizard, Peli, Trek-Tech, CamGrip and Schneider are all part of the JP Distribution brand portfolio.

JP Distribution is located in the heart of England at the company headquarters in Newcastle under Lyme, Staffordshire, where the company employs a wealth of experienced personnel with an unrivalled level of imaging knowledge, expertise and experience.

For more information on JP Distribution, please visit www.johnsons-photopia.co.uk

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 and more recently with the management of the new Inkjet Photo Paper Range.

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