

# ILFORD

COLORFOTO  
2010  
LESERWAHL

## ColorFoto readers select ILFORD GALERIE Smooth Lustre Duo

ILFORD, pleased and proud with the *Top Professional Purchase* award for their innovative double-sided media

**Marly, October 28th, 2010** -- ILFORD, long recognised as the Choice of Professionals, is delighted with their recent award; their innovative **GALERIE Smooth Lustre Duo** has been selected by readers of ColorFoto, a leading German publication aimed at professional and enthusiast photographers. The double-sided premium RC media won the praise of ColorFoto readers for both the dual-sided printing and the brilliant and bold colours that could be achieved.

Covering all aspects of modern photography, ColorFoto boasts a monthly circulation of over 45,000. With 217 products listed in 26 categories, the ColorFoto award is based on the most comprehensive European questionnaire designed to showcase customer feedback and preference on cutting-edge photo products. In an enthusiastic expression of their satisfaction, 6,165 readers representing 35% of the total vote chose **ILFORD GALERIE Smooth Lustre Duo** as their media of choice.

"Customer acceptance tests are an integral part of product development at ILFORD", shares Jane Dixon, Head of Global Marketing at ILFORD Imaging Switzerland GmbH. "This year, a number of very extraordinary photo products were featured in the ColorFoto survey, and we are ecstatic with the acknowledgement we received. Being selected by the readers of ColorFoto is a very valuable victory, as it proves our GALERIE Smooth Lustre Duo resonates with the professional photo industry we create for".



**ILFORD GALERIE Smooth Lustre Duo**, the latest media to join the celebrated GALERIE range, is developed to provide professional photographers with a premium quality choice for double-sided printing. The innovative inkjet media is designed to fully exploit the benefits of the latest dye and pigment printers, for impressive results that are truly breathtaking.

Perfect for tailor made wedding albums, portfolios, premium quality invitations, flyers and annual calendars, the new double-sided media combines state-of-the-art optical coating with the latest in imaging technology. A wide array of colour, including

PRESS RELEASE

# PRESS RELEASE

deep blacks, ruby reds and clear blues, create vibrant images with a desired traditional photographic look.

To ensure that best possible print results are achieved, ILFORD offers free ICC profiles for all the latest inkjet printers at [www.ilford.com](http://www.ilford.com).

\*\*\* Image is of Lars Sommerhäuser, Chief Executive Officer, ILFORD Imaging Switzerland GmbH, accepting the *Top Professional Purchase*, ColorFoto award.

**About ILFORD:**

Founded in 1879, ILFORD is a leading player in the development and manufacture of photo quality media and other consumables for both inkjet printing and colour photographic processes. The worldwide digital imaging and colour photographic businesses, which include the R&D and manufacturing operations in Switzerland, are owned by Paradigm Global Partners LLP.

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, research and development, technical know-how and manufacturing capabilities.

For more information on ILFORD, please visit [www.ilford.com](http://www.ilford.com)

**Press contact:**

Kathryn Lamb  
KL Associates  
[kathryn@klassociates.com](mailto:kathryn@klassociates.com)  
Telephone: 01327 844880  
Fax: 01327 843308