



With summer in the air ILFORD helps you to capture the perfect holiday snapshot

ILFORD Inkjet Photo Paper Range will be available in retail outlets throughout the UK from July 2007

Marly, Switzerland, 5 June, 2007 – With summer around the corner, there’s no better time to get creative with your camera and capture those special moments with family and friends. Whether it’s a simple picnic in the park, a lazy afternoon by the pool with the family or a more exotic, far away location, ILFORD has made it easy to capture and cherish those special memories.

Created for photo enthusiasts, the ILFORD Inkjet Photo Paper Range targets three specific applications following a colour coded, good (Pink), better (Silver), best grading (Gold):



- ILFORD Photo (pink) 160gsm available with a Glossy finish while the 200gsm exists in both Glossy and Satin surfaces – ideal for sharing and exchanging everyday pictures
- ILFORD Premium Photo (silver) 250gsm available in both Glossy and Satin surfaces – excellent for preserving special photographs in a family album
- ILFORD Premium Plus (gold) 270gsm available in both Glossy and Pearl surfaces – perfect for displaying your favourite pictures in a frame (available from September)

The ILFORD Inkjet Photo Paper Range has been specially developed to give clear and concise information to ensure customers can make an informed choice specific for their desired application. Each paper is instant dry and compatible with all good quality inkjet, including borderless printers. The products have been designed to ensure perfect results every time and are available in a selection of sizes from 4x6 snapshot paper to share with your family and friends to A3+, a professional size for framing larger, special images. With its distinctive packaging, the ILFORD product line stands out from other inkjet paper making it the obvious choice for amateurs with busy lifestyles. By simplifying the buyer’s choice ILFORD has brought together value for money, high quality and dependable results.

“Summer is the perfect time to play around with your camera and experiment with new ideas, whether it is for family portraits or scenic landscapes,” said Andrew Stewart,

