

New ILFORD GALERIE Smooth Lustre Duo available now

The latest media in the GALERIE range offers double-sided printing for dual possibilities!



Marly, Switzerland, October 19th, 2009 – ILFORD is pleased to announce the latest media in the GALERIE range, **Smooth Lustre Duo 280gsm**, which has just been launched. Innovative and exciting, the double-sided premium RC media is the ideal choice for tailor made wedding albums, portfolios and premium quality invitations and flyers while a cutting-edge optical coating gives a traditional photo quality look to printed images.

The already dynamic GALERIE range is designed to provide the most demanding professional photographers with the high-end media they require to showcase their most important work. The ILFORD research and development team designs state-of-the-art inkjet media resulting in stunning images, making ILFORD GALERIE the media range of choice for professional photographers around the world.

ILFORD GALERIE Smooth Lustre Duo, the latest media in the GALERIE range, is created to provide professional photographers with a premium quality choice for double-sided printing. ILFORD has combined their strong history in professional inkjet photo products with the latest imaging technology to create this new, specialised media.

From deep blacks to crisp whites, real reds and clear blues, the ground-breaking coating created by the ILFORD research and development team ensures **GALERIE Smooth Lustre Duo** offers an impressive array of colours. Vibrant shades ‘pop’ while skin tones remain natural with the high-quality prints possible on this media.

Thanks to the rich colour gamut and the double-sided feature, the new **GALERIE Smooth Lustre Duo** will inspire professional photographers. Ideal for wedding albums, photographers will be able to design and display their preferred prints on both sides of the media, making a beautifully bound album easier to achieve.

Photographic portfolios will take on a fresh dimension with **GALERIE Smooth Lustre Duo**, as the double-sided printing will ensure the finished album is as impressive as the images on each page. Event invitations and high quality flyers will attract attention with bright and brilliant images on both sides.

Printing on the new **GALERIE Smooth Lustre Duo** is simple and straightforward. Detailed printing instructions are included in the package and on the ILFORD website. Thanks to the resin coated properties, the media remains robust throughout the entire double-sided printing process.

GALERIE Smooth Lustre Duo is compatible with both dye and pigment printers and designed to fully exploit the benefits of the latest machines on the market. To ensure professionals are able to achieve top print results, ILFORD offers free ICC profiles for all the latest inkjet printers at www.ilford.com.

“Enhancing our GALERIE line with the launch of Smooth Lustre Duo has been an important step for us,” begins Jane Dixon, Head of Global Marketing, ILFORD Imaging Switzerland GmbH. “Recognising the need for double-sided media and answering this need with the latest inkjet technology ensures we continue to provide professional photographers with the tools they need to exceed their customer needs in this very highly competitive industry,” finishes Jane.

Product availability:

GALERIE Smooth Lustre Duo is available in A4 and A3+ as well as in 12x12, true album page size.

SMOOTH Lustre Duo features and benefits:

- Double-sided
- RC media
- Latest ILFORD coating technology
- Free ICC profiles
- Ideal for invitations, flyers and books
- Reduced processing time, curl resistant
- Impressive, traditional looking prints
- Ensure best print results

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, Magix 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

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

Press contact:

Kathryn Lamb
KL Associates
kathryn@klassociates.com
Telephone: 01327 844880
Fax: 01327 843308