

ILFORD GALERIE range is reinforced!

Impressive 200+ years Wilhelm test results announced, while new Heavy Weight Matt and Fine Art papers join the dynamic range

Marly, Switzerland, September 21, 2010 – ILFORD, long recognised as the Choice of Professionals, is pleased to reveal new media and accreditation for the dynamic GALERIE range. Designed to meet the demanding needs of today's professional inkjet marketplace, the recent Wilhelm test results, as well as the innovative new papers, underline the ILFORD commitment to creating cutting-edge, contemporary media.

Wilhelm Research Imaging print permanence results

Image quality and permanence are both indicators of quality in the imaging industry. Professional photographers and artists committed to top-of-the-line results carefully select their media based upon both immediate and sustainable long-term print results.

Dedicated to researching and publishing brand name specific permanence data, Wilhelm Imaging Research, the most pertinent standard in the professional imaging industry, conducts rigorous tests to measure the print permanence of the most competitive media on the market. The effect of light and high humidity during display, the stability of prints in long-term dark storage and the resistance to ozone and water contact are all measured in the extensive five-factor Wilhelm Imaging Research testing process.

Confident that their media would perform well in the benchmark tests, ILFORD submitted **GALERIE Smooth Gloss**, **GALERIE Smooth Pearl**, and **GALERIE Gold Fibre Silk** papers to Wilhelm Imaging Research. Printed with HP Vivera pigment inks, the comprehensive testing process is still underway, with initial results proving very promising.

Framed under glass, or protected with a UV filter, the GALERIE Smooth Gloss and Pearl papers are expected to offer WIR Display Permanence Ratings of over 200 years. Unframed, this media is expected to offer over 100 years of image permanence. These results reinforce the ILFORD reputation for consistently producing eminent, quality media.

Also in conjunction with Wilhelm and marking their commitment to the professional market, ILFORD is included in the ARTtrust initiative. Designed to verify originality and control print production, this simple self-certification allows photographers and artists to use bubble tags to authenticate prints and verify print identity. Thanks to the ARTtrust initiative, photographers will be able to guarantee exclusivity while customers will be able to purchase with confidence. ILFORD media is officially compatible with this process, facilitating quality and control processes for professionals around the world.

NEW GALERIE media

Joining the already dynamic GALERIE range, ILFORD has just introduced a new and improved **Smooth Heavyweight Matt** paper. At 200 gsm, the renowned ILFORD Research and Development Team confirms the media offers inspiring high density and an impressive colour gamut. The enhanced Smooth Heavyweight Matt paper gives a whiter tint and increased light stability for breathtaking prints that will capture the attention of the most attuned audiences.

Further expanding professional photographic possibilities, ILFORD is developing a new **GALERIE Fine Art** paper. Restricted previews of initial prototypes of the paper are underway as ILFORD performs customer acceptance tests, by canvassing opinion from journalists, customers and dealers on the paper at the most important international photo events. Feedback will be implemented in the final production stages of the GALERIE Fine Art paper, to guarantee the new media meets the needs of the professional marketplace.

Success of the recently released double-sided **Smooth Lustre Duo**, perfect for creating tailor-made wedding albums, portfolios or premium quality invitations, proves the new ILFORD media resonate well with the photo industry. The instant dry porous surface means Smooth Lustre Duo is easy to work with, while superb photographic image quality and consistency as well as excellent compatibility with all good quality pigment and dye based inkjet printers, make the media a valued choice.

“The GALERIE range has always been an integral part of the ILFORD brand,” shares Jane Dixon, Head of Global Marketing, ILFORD Imaging Switzerland GmbH. “At ILFORD, we are pleased to continue creating and enhancing our media, to ensure GALERIE remains the choice of professionals in the inkjet marketplace. The ILFORD Research and Development Team invest in the latest technology and techniques to guarantee our media remains cutting-edge. And the latest Wilhelm permanence tests prove we are doing just that.”

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

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