



FOR IMMEDIATE RELEASE

**ILFORD EXPANDS OMNIJET COMMERCIAL INKJET MEDIA RANGE WITH ENVIRONMENTALLY RESPONSIBLE PHOTO REALISTIC LINE**

*Responsibly sourced and recyclable, the ILFORD OMNIJET Photo Realistic line is designed to maximise productivity for wide format printing*

**Marly, Switzerland – October 20, 2011** – ILFORD (<http://www.ilford.com>), a leading developer and manufacturer of professional quality media for both inkjet printing and colour photographic processes, has announced the expansion of its OMNIJET commercial inkjet media range with the environmentally-responsible Photo Realistic line, a recyclable media that has been certified as responsibly sourced in compliance with the requirements of the [Forest Stewardship Council](#)® (FSC® C107238). The launch comes as ILFORD expand their environment-friendly portfolio with BioMedia, a new range of biodegradable products.

The wide format OMNIJET Photo Realistic line includes both gloss and satin finishes that have excellent performance with aqueous dye and pigment inks, as well as UV cured, latex and electrostatic printers. The media also has certification from HP for use with their latex printers.

In addition to multi-format compatibility, OMNIJET Photo Realistic media can help commercial printers maximise their productivity. They are not only printable on the reverse side for use with offset printers, but come in longer length rolls of 131ft and 164ft. This means it is now possible to go for up to 60% longer between roll changes compared to traditional 100ft rolls, creating more productive printing time and fewer wasteful changeovers.

OMNIJET Photo Realistic papers also have particularly high opacity and stiffness figures for their weights, which give a high quality look and feel, ideal for printing posters, exhibition panels and graphic displays.

“In today’s world, products that epitomise responsible environmental practices are often seen as lacklustre, but our new Photo Realistic line has turned that paradigm on its head,” said Paul Willems, CEO and Director of Global Sales for ILFORD. “Both recyclable and responsibly sourced, the ILFORD coatings used on our Photo Realistic line deliver image quality that makes this commercial media one of the best options for wide format photographic-quality deliverables.”

The Photo Realistic Gloss and the Satin Papers are available in two weights; 175 gsm (164 foot roll) and 235 gsm (131 foot roll). The products are available for order and shipping. Commercial printers can contact their distributors for pricing. For more detail on the ILFORD OMNIJET Photo Realistic line please visit: [www.ilford.com](http://www.ilford.com)

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### **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 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 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.ilmord.com](http://www.ilmord.com)