



FOR IMMEDIATE RELEASE

NEW ILFORD BIOMEDIA RANGE SELECTED AS 2011 SGIA PRODUCT OF THE YEAR

Biodegradable commercial media from industry leader ILFORD takes home top honours in the Media - Vinyl category, spotlighting the company's dedication to quality, innovation and the environment.

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, today announced that its newly-unveiled BioMedia range, which offers high-quality image results without the environmental impact of traditional commercial graphic display materials, won the 2011 SGIA Product of the Year Award in the Media - Vinyl category. Each year, the awards are chosen by industry leaders to showcase the most innovative products in the specialty graphics and imaging industry.

Aimed at commercial print-for-pay businesses, the ILFORD BioMedia range is a biodegradable alternative for traditional commercial vinyl products. Designed to meet the most demanding expectations for quality and performance, ILFORD BioMedia breaks down under anaerobic (no oxygen) landfill conditions thanks to a unique enzyme that accelerates the biodegradation process. As a replacement for widely-used, and ever-lasting, vinyl-based products, the ILFORD BioMedia line includes rigid mounting boards, laminates, and films. The media features the company's renowned coating technologies to create print surfaces that maximize the environmental benefit without compromising image quality.

"Winning the SGIA Product of the Year Award confirms our dedication to research and development as well as environmentally conscious product development," said Paul Willems, CEO and Director of Global Sales. "This award speaks volumes to the hard work and dedication of our team; it is because of them that ILFORD is able to meet the ever-evolving industry demands for high-quality, and more recently "green" commercial media. In addition, our partnership with Caldera ensures the most accurate print profiles on the BioMedia line for large format printers."

The BioMedia products have been tested and certified by an independent laboratory in accordance with ASTM (American Society for Testing and Materials) standard D5511. This standard determines the anaerobic biodegradation of plastic materials and confirms the media is biodegradable under anaerobic (no oxygen) conditions. As the products biodegrade they help to save valuable landfill capacity. Where landfill is not an option, BioMedia can also be incinerated without the release of any harmful gases or chemicals.

The ILFORD BioMedia range is available immediately. Commercial printers can contact their distributors for pricing. For more detail on the ILFORD BioMedia range please visit: 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