



## ILFORD INTRODUCES GALERIE SMOOTH HIGH GLOSS TO USA

Metallic media alternative promises exhibition standard prints for a wide range of professional applications

**Marly, Switzerland & Avon, CT – December 12, 2011** – ILFORD (<http://www.ilford.com>), a leading developer and manufacturer of professional quality media for both inkjet printing and color photographic processes, today announced that it is furthering its commitment to developing contemporary inkjet media with the introduction of GALERIE SMOOTH HIGH GLOSS in the USA. The new film-based media promises exhibition standard prints to the growing number of photo professionals choosing to work with inkjet printing, including artists, photographers and museum exhibitors.

Available in the USA beginning January 2012, GALERIE SMOOTH HIGH GLOSS is a metallic media alternative offering enhanced definition and extended tonal range for the highest quality professional photo look. Developed by the team of ILFORD photo experts in Switzerland, the media features an instant dry, universally compatible layer for superior results with both dye and pigment printers. Created for a wide range of professional applications, GALERIE SMOOTH HIGH GLOSS is available in 8.5 x 11", A4, A3+ and 24" roll formats.

ILFORD introduces GALERIE SMOOTH HIGH GLOSS as the photographic market continues to evolve from chemical photographic processes towards the use of inkjet media. This worldwide trend has brought with it the decline of products such as ILFOCHROME CLASSIC, which is to be discontinued following the deadline for final orders on 19 December 2011. ILFORD is pleased to recommend GALERIE SMOOTH HIGH GLOSS as an inkjet alternative to ILFOCHROME, with the media's metallic surface offering comparable results.

"ILFORD has long been a technological leader in the print media industry, and with many of our users and labs adopting a purely digital workflow we are proud to possess the technological capabilities necessary to offer customers professional quality inkjet alternatives to traditional photographic media." Says Jane Dixon, Director of Global Marketing at ILFORD. "Some of our customers may remember the previous incarnation of GALERIE SMOOTH HIGH GLOSS which was very popular with photography professionals, and we are now pleased to introduce it as an alternative to metallic media following modifications by our team of experts in Switzerland."

GALERIE SMOOTH HIGH GLOSS joins the already diverse array of GALERIE products designed for use in the professional inkjet market place, including the traditional baryta fibre based media GALERIE GOLD FIBRE SILK, also favored amongst photographers wishing to explore inkjet alternatives to traditional media.

### **About ILFORD GALERIE**

GALERIE Professional Inkjet range is designed specifically to meet the demanding needs of today's professional inkjet marketplace. ILFORD is dedicated to developing products that deliver superior images and with GALERIE combines state-of-the-art inkjet technology with more than a century of experience in the craft of image making.

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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 color photographic processes. The worldwide digital imaging and color 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 <http://www.ilford.com/>

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**Notes to Editors**

The discontinued products in the ILFOCHROME range include ILFOCHROME CLASSIC, CLEAR DISPLAY FILM – CC.F7, TRANSLUCENT DISPLAY FILM – CT.F7, DELUXE GLOSSY MEDIUM CONTRAST – CLM.1K and DELUXE GLOSSY NORMAL CONTRAST – CPS.1K. To place final orders of ILFOCHROME CLASSIC, customers are advised to contact their dealer immediately in order to meet the deadline of 19 December 2011.

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