



FOR IMMEDIATE RELEASE

**ILFORD TO PROVIDE FREE PRE-SHOW PRINTING FOR PHOTOGRAPHERS
ATTENDING PHOTOPLUS EXPO 2011**

First 100 images submitted in advance will be printed for free on ILFORD GALERIE Gold Fibre Silk for pick-up at PPE booth #1036

Avon, CT - September 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 an exclusive offer for photographers attending the upcoming PhotoPlus Expo and WPPI NYC event on October, 27-29, 2011 (Javits Center, New York, NY). To demonstrate the professional quality printing capabilities of its ILFORD GALERIE range, which will be on display throughout the event in booth #1036, ILFORD will offer a free 16x20 inch print to the first 100 professional photographers that submit their favorite image to the company's secure FTP site by September 24, 2011. Produced on [GALERIE Gold Fibre Silk](#) paper by ILFORD image specialists at its state-of-the-art facilities in Switzerland, these prints are certain to hold up to even the most exacting scrutiny.

Available only to attendees of PhotoPlus Expo 2011 and WPPI NYC, this offer will present photographers with an exciting opportunity to view their images on the ILFORD GALERIE Gold Fibre Silk inkjet photo media which recently received high print permanence ratings from [Wilhelm Imaging Research, Inc.](#), the world's leading independent permanence testing laboratory. Results showed that ILFORD GALERIE Gold Fibre Silk, [Smooth Pearl](#) and [Smooth Gloss](#) media achieved a very high level of overall Print Permanence and Dark Storage Stability Ratings. When printed with HP Vivera pigment inks, the papers were found to withstand fading and yellowing for more than 250 years in archival album or dark storage conditions, and are stable for more than 200 years when displayed under glass. The Smooth papers also demonstrated a "very high" resistance to high humidity.

"ILFORD media is crafted by our in-house development team to provide our customers with the capability to accurately and vividly depict their artistic vision," said Jane Dixon, Director of Global Marketing for ILFORD. "We're confident that the ILFORD GALERIE range will produce fine art-quality prints that will leave show attendees awestruck, and as the results of the recent Wilhelm Institute demonstrate, many generations to follow as well."

For busy professional photographers, ILFORD GALERIE media provides a hassle-free printing solution that delivers the consistent results they require. To ensure the most accurate renderings, photographers can rely on the [free ICC Profiles](#) that have been created by the company's in-house print technicians and are available for download through the ILFORD website.

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How to submit an image

Any photographer planning to attend the PhotoPlus Expo or the WPPI NYC event is eligible to submit their favorite image to the ILFORD secure FTP site, and follow that submission with a confirmation email by September 24, 2011. The free offer is limited to photographers planning to attend these shows and prints will only be available for pick-up at the ILFORD booth (# 1036). Open to the first 100 submissions, the image should be transferred as the highest possible quality JPEG, rendered in Adobe RGB or sRGB color profiles at a minimum of 300 dpi, and not exceed 20 inches in width (or height depending on orientation).

By submitting an image, which will not be altered in any way, the photographer agrees to allow ILFORD to print their file for the purposes of this offer. ILFORD will delete all images once they have been printed. ILFORD reserves the right to print only images it deems appropriate or suitable. Below are the necessary steps to submit an image:

1. Go to the ILFORD secure FTP site located at: <ftp.ilford.com>
2. Log onto the site using the username "exhibition", no password is required
3. Make sure the title of your image file includes the image name and photographer name
4. Upload the image file (rendered as suggested above) by either dragging-and-dropping the file or using your browser's associated FTP utility. Please note Mac users will need to use an FTP facility.
5. Send a confirmation email to exhibit@ilford.com that includes the file name and photographer name in the subject line for cross reference to the FTP upload. In this email, submitters must specifically note if they DO NOT authorize ILFORD to utilize their email address for future company related communications (any image files sent to this email address will be deleted without being opened).

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. ILFORD hosts its U.S. sales operations from its offices in Avon, CT.

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.ilford.com