

Research for GALERIE Smooth Pearl and Smooth Gloss papers. These comprehensive permanence tests include the effects of light during display, the stability of the prints in long-term dark storage, resistance to ozone, the effects of high humidity, and resistance to contact with water.

As an active member of *photokina*, ILFORD will be participating in the Fine Art exhibition, "See Me, Feel Me, Print Me," providing photographers and end customers with an opportunity to experience the ILFORD GALERIE fine art media, first hand.

OMNIJET

The OMNIJET commercial range of display products will also be showcased at *photokina* 2010. Back-lit, pop-up and display films designed to give attractive, rich colour for point-of-sale, trade show, and other commercial applications are compatible with the latest wide format printers, including an HP Latex approved range. The OMNIJET line continues to be the media of choice for commercial print professionals wanting to achieve impressive results.

"As *the* photo event in all of Europe, we have chosen *photokina* as the launch-pad for our most innovative products and processes this year," shares Jane Dixon, Head of Global Marketing, ILFORD Imaging Switzerland GmbH. "From the ILFOVINYL 3D Photo System, to the GALERIE and OMNIJET possibilities, we are pleased to showcase our cutting-edge offerings at this event. And while our photographic media continues to diversify, our commitment to colour and quality remain the same. We look forward to receiving invaluable feedback from the professionals at this event, and continuing to adapt our developments to match the professional photo and graphic art market demands."

About Photoplast:

Photoplast, founded in 2003, is a U.K. based technology company specialising in the development of innovative products and applications for photographic materials. In particular it is currently supporting the launch of products using its patented process for mouldable colour photo materials for use in both advertising and commercial product design.

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.ilmford.com

Press contact:

Kathryn Lamb
KL Associates
kathryn@klassociates.com
Telephone: 01327 844880
Fax: 01327 843308