

ILFORD appoints TETENAL as exclusive distributor

August 1st, 2011 - TETENAL Ltd have been appointed by the world renowned photographic company ILFORD Imaging Switzerland GmbH to be the exclusive distribution partner of their ILFORD GALERIE, ILFORD Inkjet Photo Paper and ILFORD GALERIE Graphics inkjet paper ranges as well as the Omnijet large format media range, across the UK and Ireland.

This new agreement guarantees to make both the ILFORD Inkjet and ILFORD OMNIJET ranges easily available for both High street stores and commercial print houses in UK and Ireland through TETENAL's distribution network.

TETENAL's Marketing Manager Craig Bird stated "Everyone at TETENAL is excited by the opportunity we have been given to increase awareness and sales of the historic ILFORD brand. It is a challenge we were happy to accept and look forward to working very closely with ILFORD to meet the expectations placed upon us."

The ILFORD brand has been synonymous with Professional Quality Photographic Material for many years and continues to move from strength to strength in the digital imaging age.

Both TETENAL and ILFORD are renowned for their historic presence in their areas of expertise within photography, and both have continued to evolve with the many challenges that have faced them, such as the transition from traditional analogue to digital technology. Both these companies can claim their position as market leaders in their field.

About TETENAL Ltd:

Tetenal Ltd has a heritage in the innovation, manufacture and distribution of imaging paper, chemistry and technologies stretching back to Berlin in 1847.

The Tetenal trademark was registered in 1910 and since then the company has expanded from their German roots into France, Poland and the UK, the latter being established as an official subsidiary in 1989.

Tetenal have a long established reputation for being a forward thinking and progressive distributor within the photographic and print markets. Their headquarters are situated in Leicester which provides a superb central location for distribution to all areas of the UK.

For more information on TETENAL Ltd, please visit www.tetenaluk.com

PRESS RELEASE

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 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.ilford.com

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