

**ILFORD INTRODUCES NEW 240GSM GLOSSY PAPER FOR EVERYDAY PHOTO PRINTS**

*ILFORD introduces 3\* Glossy Photo Paper for home printing*

**Marly, Switzerland – 3rd May 2013**, ILFORD (<http://www.ilford.com>), a leading developer and manufacturer of professional quality media for both inkjet printing and colour photographic processes, has announced the introduction of a brand new 240gsm glossy photo paper for affordable home inkjet printing.

The entry level *ILFORD Photo Glossy Paper 240gsm* is classified as 3\* and joins an expanding and impressive line up of ILFORD photographic media. This new paper is aimed at all keen photographers, regardless of their photographic or printing experience, who are looking for a quality yet affordable inkjet media for creating and sharing beautiful prints from the convenience of their home.

“ILFORD have been making photographic media for professional photographers for over 130 years and we have now applied this inkjet coating expertise to create a paper that retains many of the qualities people expect from an ILFORD product,” said Jane Dixon, Director of Global Marketing for ILFORD. “This paper is the perfect choice for anyone with an interest in photography who is looking to give home printing a try.”

Retaining many of the key characteristics and attributes associated with ILFORD ‘GALERIE’ papers, the glossy surface dries instantly, is handled easily and offers excellent colour and sharpness definition to ensure a true reproduction of the image regardless of the genre. So whether it is a cherished holiday memory, a family portrait or a stunning landscape, the ILFORD universal coating layer means this paper is not only compatible with all good inkjet printer brands and models but will deliver fantastic results straight from the box. ILFORD Photo Glossy Paper 240gsm is available now in both 6x4” (10x15cm) and A4 sizes.

The ILFORD star-rating system allows consumers to easily recognise the media that best suits their specific printing projects. It also includes the following ILFORD ranges:

**ILFORD GALERIE Prestige (5\*)**

GALERIE Prestige combines state-of-the-art inkjet technology with more than a century of experience in the craft of photographic image making to provide a range of products that match the aspirations and needs of professional photographers the world over.

**ILFORD GALERIE Premium (4½\*)**

The GALERIE Premium range places high-quality results within accessible reach of passionate photographers, ardent amateurs and students pursuing an array of semi-professional and amateur photo projects.

**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 businesses include R&D and manufacturing operations in Switzerland, with sales operations in the USA, Belgium and Japan.

For more information on ILFORD, please visit <http://www.ilford.com/>

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