

## NEW BOX DESIGN, CLASSIC ILFORD LOOK

21st September 2018 – ILFORD Imaging Europe GmbH is pleased to announce a refresh of the ILFORD GALERIE professional inkjet paper range box design.

Photographers will naturally gravitate to the classic ILFORD look which draws its design inspiration from ILFORD's heritage.

The new box design has a sense of familiarity and users will love the cleaner “less cluttered” look and feel.

While the packaging has changed, the media inside remains the same premium state-of-the-art technology that professional photographers, artists and image creators have come to expect.

The updated ILFORD GALERIE box design features images from ILFORD Master and international award-winning photographer and couture artist Vicky Papas.

ILFORD Master Vicky Papas will also be a guest on the ILFORD stand this year at Photokina in Cologne, September 26th-29th, hall 3.1, booth number D39



### **About ILFORD Master Vicky Papas**

Manifesting her journey through a vision, international award-winning photographer and couture artist Vicky Papas is the creative brainchild behind the brand VERGARA. Her innovative gifts of photography, fashion couture creation, and styling, hallmark VERGARA glamour.

Her free spirited boundless approach to life is the essence of VERGARA that led her to a spring of creativity, that for many years, lay dormant. Her uncanny ability to connect intimately with all of her subjects allows the viewer to identify with her images on a deep and familiar level.

In a short space of time VERGARA and her multi-faceted talents have been quick to evolve into a dynamic brand and collaborating with other creatives in the industry Vicky is in her element!



### **About ILFORD Imaging Europe GmbH**

Established in 1879, ILFORD is one of the oldest photographic brands in the industry. With a history that spans over 135 years, ILFORD has been synonymous with professional quality from traditional analogue film and paper to providing inkjet paper for today's photo quality printers.

For further information about the full range of ILFORD GALERIE products, please visit [www.ilford.com](http://www.ilford.com)