

Canon and ILFORD set a new Guinness World Record!

16th October 2020 – Canon and ILFORD produce the World's Longest Digitally Printed Photo at 109.04 meters in length (357.74ft)

"The longest digitally printed photograph was produced on the 26th of September 2020 by Canon, Oberstdorf Tourism, Oberstdorfer Fotogipfel and ILFORD in Oberstdorf, Germany," says Tom Albrecht from Guinness World Records.

The new world record wasn't easy with adverse weather conditions of rain, snow and temperatures dropping to 0 degrees Celsius (32°F).

Jochen Kohl of K2 was responsible for the technical implementation of the world record; "To defy this weather, the choice of paper played a decisive role. ILFORD had already made the right choice of material well in advance "ILFOJET Synthetic Paper". This paper is characterized by a low paper thickness, an important factor in making the way from the roll to the Canon Pro-6100 over a length of almost 110 meters (360.9ft). Its special coating, in combination with Canon inks, resisted the adverse weather and difficult printing conditions. It is also extremely robust, so that it could be easily bent and pulled. Many viewers of the live stream were amazed at how durable the photorealistic material was. Rain showers and gusts of wind at the top of the ski jump put the material under extreme conditions".



The World's Longest Digitally Printed Photo.
26th September, 2020



Uwe Janke, ILFORD Sales Manager Germany, commented "During this world record attempt the team around Jochen Kohl reached their physical limits in almost 18 hours of continuous work, in rain and snow. In the last third it was actively supported by the technicians of the Oberstdorf House. Countless stairs had to be run up and down. Jochen Kohl used all his strength to pull the print sticking to the ski jump due to the rain running down the 110 meter (360.9ft) ramp".

Background Information

Perfect Teamwork between Canon, Fotogipfel Oberstdorf, K2-Studio and ILFORD

After calculating the maximum roll length for the Canon imagePROGRAF PRO-6100 printer, several rolls of ILFOJET Synthetic Paper were produced at a special length.

Two test runs were carried out by Jochen Kohl from K2-Studio at the ILFORD Imaging head office.

Then it was off to the ski jump in Oberstdorf, with a stopover at Thomas Weissmann from Holz-Weissmann, a specialist in the construction of freight and sea crates company. In just a few hours, Thomas built a solid wooden crate ready for helicopter transport, which was the only way to transport the Canon printer to the top of the ski jump.

Once at the top, the crate was opened, the printer was filled with ink and ILFOJET Synthetic Paper loaded into the printer. The printer was protected from rain and snow with a cover. Due to the protection, the printer was not visible during the 16 hours in which it continuously printed the 109.04 meter long photograph (360.9ft) onto the synthetic paper from ILFORD.

About ILFORD

Established in 1879, ILFORD is one of the oldest photographic brands in the world. With a proud history that spans over 140 years, ILFORD has been synonymous with professional quality from traditional analogue film, paper and chemistry to providing best in class professional inkjet paper for today's photo quality printers.

For further information about the range of ILFORD products, please visit www.ilford.com

Photo Caption

Karsten Goltz, General Manager ILFORD focuses on team performance – ILFORD sets a world record.

For Publication: Contact and Info

<https://www.guinnessworldrecords.com> | <https://www.guinnessworldrecords.de>

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<https://www.k2-studio.de> | <http://www.canon.com>

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