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Hahnemühle USA

September 2010



Great Results in Longevity Tests - Valuable Prints to Last for Generations

The test results for the Digital FineArt Collection and the 'HARMAN by Hahnemühle product line' are available immediately. They give photographers, artists and print-service providers information on the respective Hahnemühle product's longevity. Bärbel Manggold, Hahnemühle Germany Product Manager, explains: "According to the respective testing conditions, our media are certified a lifespan of more than 200 years. The results emphasize our standard to supply top quality, as the market leader." Hahnemühle recommends protecting fine art inkjet prints from environmental stresses and advises on the importance of using acid-free materials for the processing - such as framing, gluing and coating. This helps to avoid alterations by chemical materials.

All the test results and testing conditions can be found at www.hahnemuhle.com (Digital FineArt Collection) and www.hahnemuehle.com/harman (HARMAN Professional Inkjet by Hahnemühle), under the menu item 'Longevity.'



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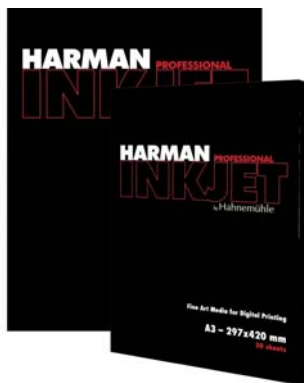


Hahnemühle USA has joined the world of Twitter in order to provide the most up-to-date information on our products and marketing initiatives. Please follow us at www.twitter.com/Hahnemuhle_USA for all the latest, along with other interesting photographic news we come across. You may also be interested in following Hahnemühle Germany at www.twitter.com/Hahnemuehle_DE and Hahnemühle UK at www.twitter.com/Hahnemuehle_UK.

HARMAN by Hahnemühle Gloss Baryta 320gsm - coming in 17x25" sheets



The exciting new line of HARMAN by Hahnemühle is officially available for purchase through any of our resellers. Since the unveiling of the unification of HARMAN technology and Hahnemühle FineArt, we have had a great deal of feedback expressing



the need for Gloss Baryta 320gsm to be offered in a 17x25" size cut sheet, as HARMAN previously had. We understand the call for this from artists that use 35mm format, and are happy to announce the 17x25" sheets will be available again this fall. You can order these from any reseller using item #13633043. For a listing of resellers, please visit www.hahnemuhledirect.com and click the Dealer Locator tab at the top of the page.

pdn PhotoPlus Expo 2010



Hahnemühle USA will be exhibiting in Booth #829 at the upcoming pdn PhotoPlus Expo (PPE) at the Jacob K. Javits Convention Center, October 28-30. We'd be pleased to meet our customers and show them around our display, featuring prints made on the HARMAN by Hahnemühle media. We will also be demoing the popular Gallerie Wrap System. Please use the following link to obtain a free entrance pass to PPE:

Free Expo Pass Code: HFAb829

Free Expo Pass Link: <http://www.xpressreg.net/register/PHOT100/hallonly/start.asp?sc=HFAb829>

photokina 2010



Hahnemühle Germany will be exhibiting at photokina 2010 in Cologne, Germany from September 21-26. If you are traveling to Germany for the trade show, please visit us in Hall 6.1, Aisle C, Stand 021. The Hahnemühle Anniversary Award Collection will be on display, and you can view the relaunched version of

www.myartregistry.com. Finally, you can listen to the lecture 'Fine Art Inkjet Media Technology' our printing expert Stefan Neumann will give at the 'Deutsche Gesellschaft für Photographie.'

Our papers will also be on display at the following partner booths:

Hasselblad Masters and Leica (hall 2.1), Canon (hall 3.2), HP Art Trust (hall 4.1), Epson Digigraphie (hall 2.2) and X-Rite (hall 4.1).

Planning on visiting, but don't have a show ticket yet? Email sales@hahnemuhleusa.com to be entered into a raffle for a free Day Ticket - a \$55 value.

"Romancing Mexico"



Gray Hawn with some of her show images

"Romancing Mexico" is a fine art photographic exhibition exploring the diversity of cultures within Mexico through the eyes of internationally renowned Master Photographer Gray Hawn.

On using Hahnemühle paper, Gray states: "The quality of your paper supersedes your reputation...I'm getting ready for a show in Dallas, Texas which will serve as an official exhibition as part of the country's bicentennial anniversary. Forty one large prints [as shown to the left] are going to be on display, each on Hahnemühle paper."

Please visit Hawn's exhibit, opening Saturday, September 18th from 7:00-9:00pm and running through December 3rd at Consulate General of Mexico, 1210 River Bend Drive, Dallas, TX 75207.

Please visit www.grayhawn.com for more information on this artist.

The Hahnemühle paper mill has been producing quality artist's papers for over 420 years. Since its founding in 1584 they have developed experience and a tradition of excellence in art materials that is now been brought to the digital age, and fine art Inkjet printing. The German based company whose headquarters are in Dassel, has 150 employees worldwide.

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