

Hahnemühle FineArt Wins Second DIMA Award

PMA 2009—The Digital Imaging Marketing Association has honored Hahnemühle's FineArt Pearl 285gsm with its second Digital Printer Shoot-Out Award in as many years.

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The 2009 DIMA Award is the latest in Hahnemühle FineArt's growing list of international accolades. Among the 425-year-old company's other recent honors are: TIPA Awards in 2005 and 2007; a BIPP Award in 2007; American Photo Editor's Choice Awards in 2007 and 2008; their first DIMA Award in 2008; and the Professional Photographers Hot One Award in 2009.

The '09 DIMA Awards were announced on opening day of this year's PMA show in Las Vegas, Nevada. Winners were selected from hundreds of innovative photo industry products by a panel of digital imaging editors. Competing media were judged using color swatches to compare criteria such as overall tonality, neutral gray balance, saturation, shadow and highlight detail.

Hahnemühle's winning entry was in the **Best Photo Media 4x6"** category for their **FineArt Pearl 285gsm Photo Cards**. These cards are perfect for producing individual snapshots, invitations, greeting cards, mini portfolios and more. FineArt Pearl is a 100% lignin-free, alpha cellulose, fiber base paper with a bright-white surface that is remarkably similar to traditional silver-gelatin photo papers.

Hahnemühle 4"x6" inkjet photo cards are available in the FineArt Pearl 285gsm as well as the popular Photo Rag® 308gsm. They come in packs of thirty cards inside a great-looking metal box embossed with the Hahnemühle rooster logo.

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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