

Hahnemühle's newest Bamboo 290 inkjet paper honoured with American *Photo's* Editor's Choice 2008 Award.

***American Photo* magazine has named Hahnemühle's new Bamboo 290 "Best New Inkjet Paper" in this year's Editor's Choice Awards. This marks the second year that a Hahnemühle FineArt product has been chosen for this prestigious award.**

The *American Photo* Editor's Choice Awards represent the publication's annual guide to the photo industry's best new products. Entries are thoroughly tested and evaluated by members of *American's* expert staff, and only the "cream of the crop" is honoured with an award.



Fast-growing, sustainable bamboo has become one of the world's hottest green products used for everything from construction materials to clothing. Now, Hahnemühle's new Bamboo 290 becomes the first digital fineart inkjet paper to make use of it.

Bamboo 290 is made from 90% bamboo fibers and 10% cotton fibers. It is a natural white paper with a pleasing warm tone and smooth, slightly textured surface—an ideal medium for soft, "spiritual" subjects in tune with the environment.

Hahnemühle will donate a portion of the revenue from sales of Bamboo 290 toward supporting worthy environmental projects nominated by their customer's worldwide. Log on to www.green-rooster.com and cast a vote for your favorite.

Hahnemühle FineArt prides itself on innovative, high-quality products. Hahnemühle paper is specially coated for inkjet printers and ensures impressive, and above all, long lasting individually designed prints. These genuine artists' papers are used to print exclusive FineArt photography, digital art reproductions and original digital works of art for museums, galleries, collectors and in workshops.

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