

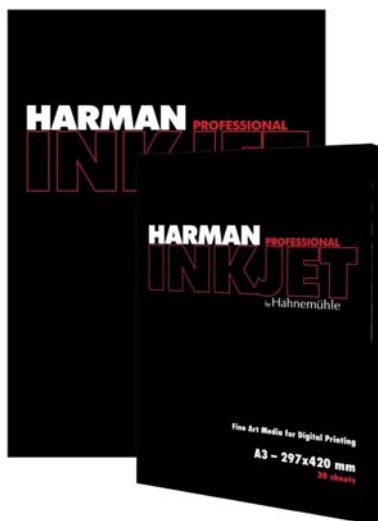
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Two Legends. One Paper.



Woodstock, IL Feb 19, 2010 Hahnemühle and HARMAN PHOTO to release new range of fine art photographic inkjet papers, debuting at their invitation-only hospitality suite during PMA 2010.

Hahnemühle USA

Holland Sechan
Customer Service Manager
email: holland@hahnemuhleusa.com
phone: 815-502-5880 x114

Two of the most iconic brands in digital photo printing, HARMAN technology and Hahnemühle FineArt, are joining forces to create a best-in-class range of fine art inkjet media, due to be unveiled for the first time in late February.

The *HARMAN Professional Inkjet by Hahnemühle* range will consist of six fine art papers plus a canvas, providing a range of gloss and matte finishes, various textures and tones. Two of the new papers are real fiber-based Baryta papers, providing unrivalled archival properties and a look and feel that emulates traditional Baryta darkroom papers.

Norbert Klinke, Hahnemühle's Sales and Marketing Director commented: "With HARMAN we have found a perfect partner with which to engineer a new class of inkjet media. Their knowledge of image-making, derived from the production of ILFORD PHOTO black and white photography papers for over a century, provides a fantastic foundation alongside our own heritage and expertise to develop a truly remarkable paper."

HARMAN technology is the company behind the iconic range of ILFORD PHOTO black and white photographic products. HARMAN's unparalleled coating expertise and technology is complemented by Hahnemühle's heritage in developing a broad range of textured fine art papers for the digital photography market.

Steven Brierley, Marketing Director at HARMAN technology commented: "This new range of inkjet media not only represents a new stage in the evolution of photographic inkjet printing, but a fantastic blend of two unique photographic heritages."

The papers are designed to meet the needs of the professional fine art photography market, but there is also expected to be significant demand from the enthusiast photography community.

The first glimpse of the new HARMAN Professional Inkjet by Hahnemühle papers will be on February 21 at Hahnemühle's invite-only hospitality suite at PMA in Anaheim, California. The range is then expected to hit shelves around the world in April.

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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.

<http://www.hahnemuhle.com>

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Hahnemuhle USA | 722 E. Calhoun Street | Woodstock | IL | 60098

