

Press announcement

New certified media for Epson's® Digigraphie® program provides the fine art world with a wider choice of options

Leading fine art specialists, Hahnemühle achieve Digigraphie certification

10th July, 2009

Imaging leader Epson announces a new range of media by Hahnemühle the biggest name in fine art print media, which has been certified for use with its Digigraphie program.

The partnership significantly extends the range of elite print media that artists throughout Europe can choose from when creating Digigraphie prints.

Digigraphie by Epson describes a print created by a certified Epson Stylus Pro professional printer, which uses UltraChrome or UltraChrome K3 inks on a list of certified fine art media.

Each print is individually authenticated with a serial number, signed by the artist, embossed and accompanied by a certificate of guarantee. Hahnemühle have worked closely with Epson to gain certification of their high quality fine art media. The media underwent intensive testing by the Digigraphie 'Committee of Reflection' which is made up of several leading photographers, painters and laboratories who specialize in fine art reproduction. The committee tested the media to ensure it met the quality, durability and consistency of reproduction that the Digigraphie 'Committee of Reflection' required and most importantly, the artistic value given to the artists who tested the materials for over four months. Before the final certification, all new media were intensively tested by Wilhelm Imaging Research and LNE (Laboratoire National de Métrologie et d'Essais) to ensure any Digigraphie artwork printed on these media would pass the 60 years minimum durability test, and it showed excellent results.

The new approved digital print media increases the number of Digigraphie certified Hahnemühle media to 9 – all of which are of different weights and properties.

Jordi Borralleras, Market Development Manager LFP, Epson Europe, commented: "Digigraphie has become increasingly recognized in the European art world as a mark of quality...artists and Digigraphie certified laboratories now have an extremely wide choice of paper types available. This increases the potential for the artist to find the most accurate media on which to print their Digigraphie artwork. We are pleased to work with these recognized leaders in the fine art media market and we believe this is further recognition of the value that Digigraphie adds to high-quality reproductions."

Jörg Adomat, CEO of Hahnemühle, commented: "We are proud to have a wide range of papers approved for Digigraphie by Epson. This certification endorses the outstanding quality and quality consistency of Hahnemühle's Digital FineArt Collection for prestigious gallery prints."

Certified Digigraphie media from Hahnemühle

- Hahnemühle Photo Rag® Bright White 310
- Hahnemühle Torchon 285
- Hahnemühle William Turner 190 / 310
- Hahnemühle Albrecht Dürer 210
- Hahnemühle Photo Rag® Pearl 320
- Hahnemühle Photo Rag® Baryta 315
- Hahnemühle Photo Rag® 188 / 308 / 500
- Hahnemühle Museum Etching 350
- Hahnemühle Photo Rag® Satin 310

About Hahnemühle

The Hahnemühle paper mill has been producing quality artist's papers for over 425 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. www.hahnemuehle.com