

LabLine

Introducing The New FG Family Of Color Print Films!

Ferrania Imaging Technologies will introduce a new generation of color print films at the Photo Marketing Association show, PMA 2000, in Las Vegas (Booth D100/104). The first two films of the family, FG400 and FG800, will soon be on store shelves.

The FG family of films offer dramatic improvements in grain, contrast and color saturation. These improvements resulted from a new patented breakthrough in technology. The FG800 is Ferrania's first ISO 800 speed film and offers a noticeable

FG Family continued on back...



The Developing Inkjet Marketplace — Are You Ready?

Digital imaging remains a rapidly evolving market. Color scanning and inkjet printing equipment are now both very affordable. Digital camera capabilities and price points are encouraging photo professionals and thousands of new "imaging" enthusiasts to make digital camera investments. As a result, the demand for digital color imaging is large and poised for explosive growth. Is your photo lab poised to take advantage of this opportunity? Which of your suppliers or business partners have

developed the technologies and offer the resources to help your business succeed? Ferrania Imaging Technologies has; we currently supply superior quality inkjet media and have custom designed business programs to help your business take full advantage of these new opportunities. Our Imation brand Photo Quality Inkjet Paper has been on the market for over two years. Consumers have responded very positively to this heavyweight

Inkjet Marketplace continued on back...



FG Family continued...

improvement in grain over previous generations. Finer grain means sharper photographs with superb details and depth at all levels of exposure, particularly those in the underexposed to normal range, making these films a good choice for high quality enlargements. Greatly improved overall contrast and excellent color saturation result in bright colors and natural skin tones.

The FG family has also been designed to perform better in processing laboratories. Improved aging and keeping characteristics

of both the exposed and unexposed films mean faster and more uniform printing. Enhanced spectral alignment make FG films easier to set-up and print yielding consistent quality and higher productivity. FG's improved processing latitude renders good performance in marginal processing conditions.

A product brochure for the FG400 and FG800 films has been included with the mailing of this newsletter. The brochure contains technical data including film identification, printing and processing

recommendations, sensitometry and more. If you do not have a copy or would like an additional copy, please call the Ferrania Imaging Technologies Technical Service Helpline at 800 233 8579 and make your request. Aperion True Balance or Best Balance printer control strips for the FG400 and FG800 films are also available by calling the same number

Watch for details in the next issue of LabLine about our upcoming

FG Film Photofinishing Contest. Enter and win one of many fabulous prizes!

Inkjet Marketplace continued...

glossy surface paper and say they prefer it to competitive papers because of its excellent image quality and traditional photo print feel.

At PMA 2000, we will be introducing very exciting new inkjet technologies and additional products. The most exciting of which is our greatly improved Photo Quality Inkjet Paper. Aqueous coatings have been developed to replace the typical solvent-based inkjet coating technology. This improved technology will enhance image quality and longevity as well as improve compatibility with all inkjet printing technologies. The paper has also been upgraded from 8.5 mil/215 g/m² to a thicker, heavier 9 mil/240 g/m² acid free paper. Users will be very impressed by the high resolution imaging results provided by our Photo Quality Paper's enhanced characteristics. In addition, the Photo

Quality Inkjet Paper product line will be expanded to include standard 6 mil/160 g/m² glossy and matte coated photobase inkjet papers.

We will also introduce at PMA other high resolution inkjet imaging products including; ultra-glossy white film, artist canvas, adhesive-backed paper, backlit display film and high resolution bond inkjet media. Ferrania Imaging Technologies offers top quality media in both sheet and roll sizes to cover the ever expanding possibilities for high-impact color printing applications and prints on any inkjet printer.

Most impressive is our ability to offer both Imation branded and custom-tailored private label product programs. When you consider the explosive demand for inkjet imaging, our well received product quality, full line of media choices and our resources to foster custom business programs, Ferrania Imaging Technologies offers your business a win-win solution to pursue digital imaging opportunities.

For more information on Ferrania's inkjet papers or business development opportunities, contact us at 888 846 2846 extension 45655.



Ferrania USA, Inc.

Sales, Marketing and Technical Service Offices: 6063 Hudson Road, Woodbury, MN 55125

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