



Alabama Hills MT Whitney by Susan Harlin

ILFORD PHOTO is supporting large format photographers with a special two month ULF product ordering window.

ILFORD PHOTO COMES TO AID OF LARGE FORMAT PHOTOGRAPHERS

Leading monochrome specialist once again shows strength of long-term commitment to analogue photography market

As part of its campaign to 'Defend the Darkroom', **ILFORD PHOTO** - the highly respected monochrome brand of **HARMAN technology Limited** – has announced a special initiative in support of ultra large format (ULF) photographers.

In an increasingly digital world, these photographers can find it difficult to buy the specialist analogue products they require due to a shrinking number of manufacturers and stockists. However, to help ULF users overcome this limited availability, as well as the frequent need to purchase a minimum order quantity (MOQ), ILFORD PHOTO has revealed it is running a two month ULF product ordering window.

Taking place from mid-April until the 10th June 2008, this window allows photographers to order ILFORD PHOTO ULF products - including sheet films and paper - from their usual dealer and without the worry of meeting MOQs. ILFORD PHOTO plans to combine orders from across the US to ensure minimum quantity requirements are met before manufacturing the required items at its production facility in Cheshire, England. Completed orders will then be ready for collection from dealers or distributed to customers in mid-September.

This is the second year ILFORD PHOTO has staged the annual initiative and already it has been well received. One large format fine art photographer, Susan Harlin, who shoots landscape, architectural and environmental detail photography, said: “ULF may be a fairly specialist method of black and white photography but its practitioners are highly passionate and the medium is enjoying a resurgence with a new generation of photographers now being drawn to its benefits.

“Both myself and my husband J.B, who also shoots nothing but large format, are extremely delighted with Harman's long-term commitment to providing quality black and white materials for the fine art ULF community. It is refreshing to see that the future of monochrome photography is bright.”

HARMAN's President of Marketing for North America, Steven Brierley adds: “Through our ILFORD PHOTO brand, HARMAN technology is committed to supporting all methods of analogue photography – large format included. At a time when many manufacturers are moving away from traditional black and white photography, we will continue to champion it and do all we can to ensure photographers can buy the products they need. The special ULF two month ordering window is just the latest evidence of this.”

Launched in mid-2007 by ILFORD PHOTO, the ‘Defend the Darkroom’ campaign aims to safeguard the future of darkrooms and associated creative techniques, whilst simultaneously showing how traditional analogue and digital photography can co-exist. It hopes to do this through a range of educational, promotional and customer support activities.

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HARMAN technology Limited is a pioneering imaging specialist based in Mobberley, Cheshire. The company - which was born of the ILFORD formed by Alfred Harman in 1879 - now includes three, separate and well known brands: **ILFORD PHOTO** which manufactures traditional monochrome photographic products; **HARMAN PHOTO** which produces a range of high-end inkjet media for both colour and monochrome prints; and **KENTMERE PHOTOGRAPHIC** who produce a range of photography and inkjet papers, including Opaljet.

The ILFORD range of inkjet products, including 'ILFORD Galerie', is not associated with HARMAN technology in any way, and is actually manufactured and marketed by a separate business based in Switzerland.

For more information on HARMAN technology and its brands, visit:

www.harmantechnology.com // www.harman-inkjet.com // www.ilfordphoto.com // www.kentmere.co.uk

For more information on this story, please contact Veronica Cotter on 888-372-2338 or email veronica.cotter@harmantechnology.com