

Genuine Fine Art Baryta Paper from Hahnemühle

Hahnemühle FineArt announces the launch of digital Fine Art Baryta paper for autumn 2007. As a traditional artist's paper the "FineArt Baryta 325" will combine an ultra smooth surface with an original Baryta finish. The digital Baryta paper has Hahnemühle's unique "touch and feel" experience and is a premium replacement for traditional Baryta papers from analogue laboratories. The new paper contains barium sulphate in the coating that enhances the typical reflecting gloss, high dmax, large colour gamut and sharp image definition of a Baryta paper.



The bright white "FineArt Baryta 325" is currently in the Beta testing phase and is wowing the first photographers to use it – particularly for black and white prints due to a high dmax, finest grey tones and an outstanding glossy finish. It perfectly complements Hahnemühle's TIPA award winning product portfolio: in addition to matte, semi-glossy and pearl papers the company will then be able to offer a high gloss paper on a genuine artist paper basis. The 22nd paper quality from the Hahnemühle Digital FineArt Collection is another paper that epitomizes the

constant quality and high archivability of the premium papers from the artist's paper mill based in Dassel, Germany.

Hahnemühle will showcase first samples of "FineArt Baryta 325", made from 100% alpha cellulose with an ultra smooth surface and a grammage of 325 gsm, at upcoming international photo shows: Sonimagphoto in Barcelona, Salon de la Photo in Paris, Imaging Expo in Shanghai and PhotoPlus International in New York. Market launch is set for autumn 2007.

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.

Contact:

Germany & RoW

Public Relations
phone: +49 5561 791 681
pr@hahnemuehle.de

UK

Marketing & PR
phone: + 44 8453300129
ukmarketing@hahnemuehle.de

USA

Public Relations
phone: + 01 815 502 5880
pr@hahnemuehleusa.com

PRESSINFO

Hahnemühle FineArt GmbH
Hahnestraße 5
37586 Dassel
www.hahnemuehle.com