

ILFORD CASE STUDY: »Passion for Photography« ILFOCHROME offers Photographers a New Profit Stream for their Business

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ILFORD, one of the oldest photo brands in the market, now offers photographers, particularly those in the portrait and print service areas, ILFOCHROME, the latest print product aimed expanding their current service portfolio and addressing new markets.

To begin with, it was important for ILFORD to demonstrate the ILFOCHROME product and highlight to photographers the benefits of this new technology. ILFORD has presented the ILFOCHROME photo panels extensively at shows and events and has received a lot of positive feedback and enthusiasm for this latest print technology.

Uwe Reis, Sales Manager, ILFORD, commented "We are convinced that the ILFOCHROME photo panels, with their extreme gloss finish and excellent colour reproduction, will become a standard product for portrait photography as well as other areas where professional print quality is important."

The opportunity to offer the ILFOCHROME print technology to their customers was instantly recognised by Franziska Benkow from Foto Wiesenhavern. "The regular photographers that use our portrait studio, as well as our customers that purchase through our over-the-counter photo service, are excited by the new ILFOCHROME print product. The high quality of the final print is extraordinary and the look and finish is extremely modern," enthuses Benkow.

He continues "It is important for our business to offer our customers something new and the added bonus with ILFOCHROME is that the prints are very easy for us to handle, with no sensitive materials. We are very impressed with the fact that we can produce the final photo plates on site and that the process is quick and easy".

The ILFOCHROME system was installed in Wiesenhavern in Hamburg in December, and includes an A3+ printer with dye-sublimation inks and special heat transfer press. "The two step process to produce the final high-gloss aluminium photo plates is easier than I expected," comments Benkow.

The ILFOCHROME printing system is the latest addition to the ILFORD portfolio and offers photographers of all ages as well as genres, a new and modern way to display their prints.

For both photographers and print service providers interested in further information or a product demonstration, please contact authorised ILFOCHROME dealers: Rauch IT GmbH, Hansa Computer GmbH and Colormatch Prepress, IT solutions GmbH in Germany, dp3 in Austria, Schoeni Imaging in Switzerland and Tetenal in the United Kingdom.

About Foto Wiesenhavern

Established in 1895, Wiesenhavern is one of the oldest specialised photo dealers in Germany. In 2013, Foto Wiesenhavern became part of the Foto Gregor Group, headquartered in Cologne, with subsidiaries in Hanover (Foto Haas) and Munich (Foto Gregor Munich, formerly Foto Nuerbauer). The Foto Gregor Group offers a wide variety and availability of photo products, specialist technical advice and competitive prices. The range includes camera and accessories from leading manufacturers, long-range optics, services such as sensor cleaning as well as seminars and workshops. Their services also include their own photo studio and a traditional on-site web minilab. Foto Wiesenhavern offer excellent customer service and has over 1000m² of store space and 27 employees.

About ILFORD

Established in 1879, ILFORD is one of the oldest photographic brands in the industry. With a history that spans over 135 years, ILFORD has been synonymous with professional quality from traditional analogue film and paper to providing inkjet paper for today's photo quality printers.

The ILFORD brand is now owned as a joint venture between Chugai Photo Chemicals and CR Kennedy & Company. Both companies are extremely passionate about carrying the brand ethos forward and continuing to offer photographers the best photo quality inkjet products in the market.

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