

FOR IMMEDIATE RELEASE
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Hahnemühle Photo Rag Baryta wins Photo Industry "Oscar"



The Technical Image Press Association (TIPA) has announced that Hahnemühle's Photo Rag® Baryta, the first digital Baryta paper made of cotton fibres, is the best Fine Art inkjet paper worldwide. For the third time, a Hahnemühle Digital FineArt collection paper has won the TIPA award for the best photo and imaging product of the year.

Photo Rag Baryta combines the advantages of a pure cotton paper with the unequalled look of traditional baryta papers from analogue darkroom laboratories. The coating of the finely structured high-gloss paper contains barium sulphate, making for a stunning image. No optical brighteners are used for the production of the paper but it features a pleasant white and a perfect balance between brilliance and reflection, nevertheless. Due to these characteristics, the paper represents the No 1 choice for prestigious gallery prints, with black-and-white photography enthusiasts in particular appreciating the high Dmax value and the reproduction of the finest shade of grey nuances. At the same time, Photo Rag® Baryta also is perfectly suitable for luminous colour pictures.

With its weight of 315 gsm it is satisfyingly slip proof and impressive to handle. Like every Hahnemühle paper, Photo Rag® Baryta also features ultimate ageing resistance and archival quality, suitable for every Fine Art inkjet printer.

www.hahnemuhle.ca

Hahnemühle products are distributed in Canada by Amplis Foto.

Amplis Foto has celebrated its 25th anniversary as a leading photographic marketing and distribution company.

About Amplis

Amplis Foto Inc., established in 1983, is a marketing and distribution company dedicated to serving the advanced amateur and professional photography markets as well as the motion picture/television industry. Located in Markham, Ontario, Amplis Foto has sales representation across Canada to support over 600 stocking dealers with exclusive distribution rights for over 20 product lines including: Broncolor, Gitzo, Hahnemühle, Kata, Manfrotto, Photoflex, Tamrac and Tamron to name a few.

For additional information, please contact us at: info@amplis.com