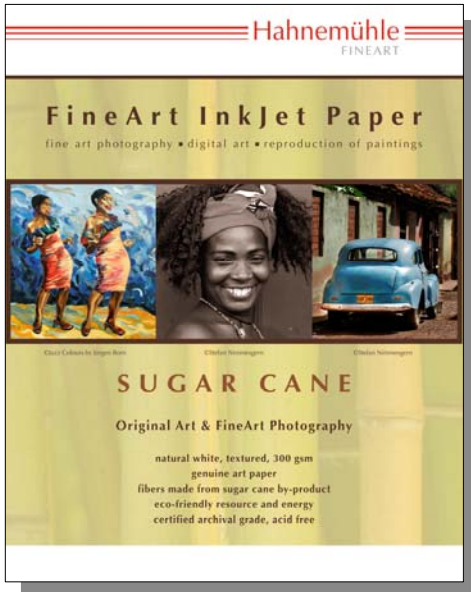


FOR IMMEDIATE RELEASE
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Hahnemühle FineArt adds texture to their eco-friendly product lineup!



Hahnemühle Sugar Cane combines the high standards of a FineArt inkjet paper with responsible use of raw materials.

"Hahnemühle Sugar Cane is made from 75 % sugar cane fibres. The by-product of sugar cane processing is used to make a pulp. Therefore this "bagasse fibre" is an eco-friendly resource endorsed by environmental organizations. Cotton fibres extracted from recycling Hahnemühle's own paper trimmings make up the remaining 25 % of raw material. To produce the paper Hahnemühle uses renewable energy only.

Displaying the fine texture of a pastel paper Sugar Cane lends every image an artistic look and feel. Its premium inkjet coating guarantees images in contrast and detail. This natural white and OBA free genuine art paper offers maximum aging resistance.

"Wowowow... I just put my first Sugar Cane print through... it is stunning!
It is so exciting to be printing on a stock that is gorgeous as well as knowing that
I am not using up trees to do my art."

Marni Grossman – *Soulscapes.ca*

Soulscapes.ca has a passion for preserving our environment.

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