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## Felix Schoeller introduces RubyPaper, the first true photo paper for high-speed inkjet printing

- With the launch of RubyPaper, Felix Schoeller is opening a new premium segment in industrial high-speed inkjet photo production.
- Without lamination or varnishing, the new photo paper delivers high-quality, authentic photographic results with maximum productivity.

Industrial photo printing is undergoing fundamental change. Flexible, digitally controlled production models are in demand. High-speed inkjet is gaining importance as a key technology because it combines high production speed with maximum flexibility for personalized print products and remains efficient even with widely varying print runs. Until now, a central challenge remained unresolved: achieving true photographic quality on high-speed inkjet systems. Manufacturers could only simulate this quality using laminated or varnished coated papers.

Felix Schoeller is now the first supplier worldwide to overcome this compromise and set a new quality standard with the introduction of the first genuine photo paper for high-speed inkjet. The new **RubyPaper** requires neither lamination nor varnishing and delivers a high-quality, authentic photographic look and feel in both lustre and glossy finishes.

The paper was developed specifically for the requirements of industrial photo production. RubyPaper was engineered in close alignment with customer needs and the practical demands of high-speed inkjet photo production. It combines a photographic look with outstanding process performance, opening a new premium segment in this market.



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“High-speed inkjet has revolutionized production, but the emotional quality of the images has so far fallen short of what is possible,” says Hadrien Cottin, Vice President of Sales Digital Media at Felix Schoeller. “With our new photo paper, we are eliminating lamination as a quality- and process-limiting step. RubyPaper enables true photo paper quality on high-speed inkjet systems, at higher speeds and with significantly greater production efficiency.”

Technically, RubyPaper is based on a specially developed, fast-drying colour receiving layer that produces a wider colour gamut, higher detail and edge sharpness, and a characteristic photographic feel, while enabling the full production speed of high-speed inkjet systems. All this is achieved without the effects commonly associated with laminated or varnished coated paper, such as colour casts, adhesive artefacts, or ageing risks. In terms of feel, RubyPaper matches traditional silver halide-based photo paper and makes the enhanced value of true photo products immediately apparent to end customers.

The new RubyPaper is aimed in particular at photo labs that have already switched to high-speed inkjet or are planning to do so. It offers significant added value in terms of production efficiency. Even at maximum printing speed, it delivers a premium quality standard for applications, such as photo books, photo prints, school and sports photography, and posters.

With the market launch of RubyPaper, Felix Schoeller underlines its ambition to make high-speed inkjet not only more efficient, but also capable of delivering higher photographic quality. The company is setting a new benchmark for industrial photo production in the digital age and reinforcing its role as a solution provider for premium photographic production processes.





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### About Felix Schoeller

Felix Schoeller harnesses the power of paper. The specialty paper manufacturer empowers customers and partners to develop solutions that benefit people and the planet. Founded in 1895, the family-owned company operates 10 locations in nine countries and offers proven paper solutions ranging from photo and digital printing papers to decorative papers for the furniture and wood industry, release papers for medical devices and industrial applications, sublimation papers for fashion, sportswear, and home furnishings, and flexible paper composites for packaging. In addition to proven paper solutions, Felix Schoeller promotes the use of paper in new applications and works to replace limited resources with paper as a renewable raw material. True to its vision of making life better with paper, the company follows its central brand promise: PAPER MADE FOR LIFE. Hans-Christoph Gallenkamp has been managing the Osnabrück-based family business in its fifth generation since 2018. [felix-schoeller.com](https://www.felix-schoeller.com)

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