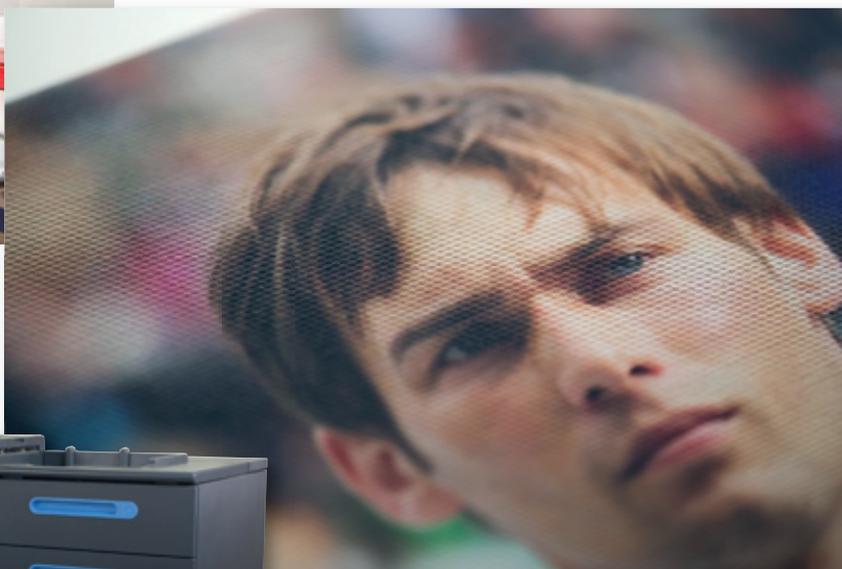


Felix Schoeller with a world premiere at photokina

Genuine canvas for HP Indigo



Felix Schoeller's new E-Canvas is the first genuine canvas material that can be printed on the new HP Indigo 7800 digital press.



As the world's only full-range supplier of high-grade photo papers and print media for all imaging segments and relevant print technologies, the Felix Schoeller Group will again focus on innovations at the upcoming photokina. Among the numerous new products from the global market leader is a true world premiere: the first genuine canvas product developed specifically for the new HP Indigo 7800 digital press.

"Our brand promise: 'Best Performing Papers. Worldwide.' applies to all major imaging processes and print systems, from small-format specialty papers for dry minilabs and our innovative photo papers for digital printing to large-format media for wall decorations," explained Guido Hofmeyer, Executive Vice President Felix Schoeller Group. "We are the only manufacturer to offer, from a

single source, a complete portfolio with top-class media. To build on this position and support our customers in the successful marketing of photo products, we invest large sums every year in the further development of our photo and imaging products."

The latest example of Felix Schoeller's innovative strength is the new E-Canvas, which will be pre-

sented as a world premiere at photokina. This genuine canvas material is the first to be developed specifically for the new HP Indigo 7800 digital press. In fact, this innovation represents an important breakthrough: While canvas products for wall decoration are becoming increasingly popular among consumers, their production by photo service providers is comparatively slow and expensive. With the new E-Canvas, the popular, high-value photo products can now be produced much faster and much more economically with the HP Indigo 7800 digital press. A newly developed color receiving layer enables excellent print results on genuine canvas.

"Demand for customized wall decorations with personal photos is growing at a tremendous rate," said Hofmeyer. "This applies above all to canvas products. With the HP Indigo 7800 and our new E-Canvas material, these can now be produced with much faster throughput times, higher output

and significantly better cost efficiency. This is good news for all photo service providers who are already using our successful E-Photo papers in digital printing. With E-Canvas, they can not only produce wall decoration products with high added value, they can also improve the utilization of their digital presses."

The innovative E-Canvas material is just one of the many new products in the Felix Schoeller portfolio for the field of wall decoration, in which the company not only offers four canvas products for inkjet printing, but also already has 20 different specialty papers with dedicated finishes for a variety of poster print qualities and sizes. At photokina, the German paper manufacturer will introduce new printable nonwoven wallpapers under the name "Inspire". Due to the special backside coating, these wallpaper products show an excellent dry-stripability which makes it very easy to hang and to strip them.

The Inspire product portfolio offers a matt variant for water and latex-based inkjet and dry toner printing as well as a satin variant for printing with latex inks or dry toners. The individually printable nonwoven wallpapers can be processed very quickly, are free of plasticizers and feature outstanding dimensional stability. They open up new possibilities for an inspiring personal wall design in offices, hotels, event locations and private homes.



The new "Inspire" printable nonwoven wallpapers are available in matt and satin finish.

Papers for professionals

For the first time, Felix Schoeller offers its distributors and retailers a comprehensive range of high quality papers up to Fine Art level for true professional applications. At photokina, the range of True professional media will include four new cotton papers. The new True rag papers are ideal for water-based printing and have impressive features such as a unique feel and a high weight of 305g/sqm. With their differently structured surfaces, they are ideal for printing high-quality photographs for exhibitions, art reproductions and portfolio folders.

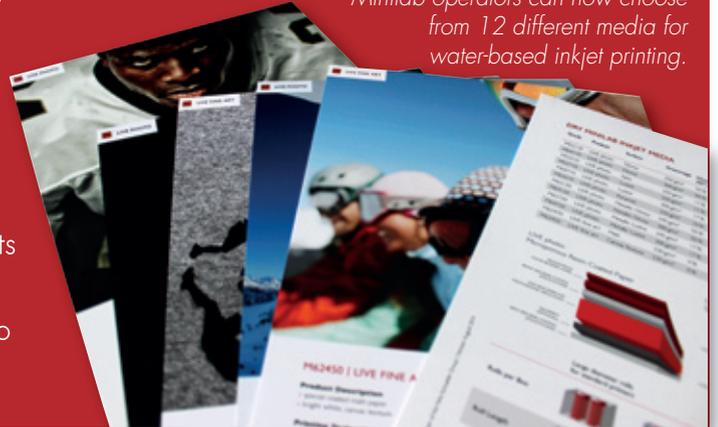
The professional range is completed by the new

Growing portfolio for inkjet minilabs

The product portfolio of the Felix Schoeller Group for the Photo Retail segment will also be extended at photokina. With its "Live" product line, the company now offers 12 products for water-based inkjet printing on dry minilab systems. Eight different finishes are available: matt, glossy, luster, satin, pyramid, metallic glossy, metallic luster and canvas texture.

With this range of Live papers, photo retailers are in a position to offer their customers a very wide assortment of photo products ranging from high-quality prints, panoramas and portraits to photo gifts and other keepsakes.

Minilab operators can now choose from 12 different media for water-based inkjet printing.



True baryta. This Fine Art product with a genuine baryta coating and base paper comes with the typical look and feel of original silver halide photo products. Apart from that, it features excellent longevity and extremely high optical density.



For pros, Felix Schoeller introduces four new True cotton papers and the True baryta.

Specialty papers for digital printing

The range of successful E-Photo papers will also play a key role on Felix Schoeller's photokina stand. With these innovative materials based on traditional photo paper, the company has achieved outstanding success because they enable a completely new quality level in digital printing. The outstanding image rendition is highly valued by photo service providers who commonly use E-Photo media for the production of premium photo books, portrait and school photography as well as for calendars and greeting cards. Visitors to photokina can convince themselves of the high quality of the specialty papers directly at the show on HP's stand where HP will print complete lay-flat photo books with the new HP Indigo 7800 press and E-Photo materials from Felix Schoeller.

With its further specialty papers, Silver Digital, E-

Feel and E-Pure, the Felix Schoeller Group offers a complete portfolio for digital printing to exploit the outstanding potential that exists in the growing market for personalized photo products. On Felix Schoeller's photokina stand (Hall 3.1/A30), visitors will be able to see in an impressive picture show how consistently the German company implements its brand promise 'Best Performing Papers. Worldwide.'. On September 17 and 18, visitors to the stand will be in prominent company. As the official premium paper partner to the German Olympic Team, Felix Schoeller will wel-



Guido Hofmeyer, Executive Vice President Felix Schoeller Group: "With the HP Indigo 7800 and our new E-Canvas material, canvas products can now be produced with much faster throughput times, higher output and significantly better cost efficiency."

come outstanding athletes to a "Meet & Greet & Photo" with interesting guests and partners. On September 18, there will be an inspiring talk with Felix Loch, triple Gold-medal winner in the luge, on the topics of passion and performance. On September 17th, Lilly Schwarzkopf, 2012 silver medal winner in heptathlon, will be at the Felix Schoeller booth. Please send any inquiries to Florian Murrmann, Senior Vice President Marketing, fmurrmann@felix-schoeller.com.