

# Newsletter Focus 2012

(Stand B12, Hall 9)



PermaJet will arrive at Focus on Imaging 2012 with their biggest range of products to date - launching a selection of fantastic new products on the World stage for the first time that will enhance every digital printer's workflow....

## **STOP PRESS:**

**PermaJet has its biggest stand to date, with a spectacular new location on B12 directly opposite major brands such as Epson. The dynamic and totally new interactive stand design for this year's FOCUS is not to be missed!**

**Also on B12, The Imaging Warehouse, owner's of the PermaJet brand, has an area for all those traditional darkroom enthusiasts as well as the recently acquired Breathing Color Inkjet Media brand, now distributed throughout Europe. So come along & see the whole team on *Stand B12, Hall 9!***

## **New - Epson R3000 Eco-Flo System**

*The waiting is now over...*

Here it is...the all new PermaJet Eco-Flo Ink System for the Epson R3000, developed and fully tested over many months and it's a winner yet again! Start saving upto 80% off all your ink costs on this printer.

The PermaJet R3000 Eco-Flo ink bottle system is unlike other cheaply manufactured far eastern systems on the market today that require injection needles to fill the cartridges on a very frequent basis as well as awkward ink level resetting procedures. Our tests concluded that these cheaper systems use microchips with small battery cells with very limited life, so when flat, they leave the user with no alternative other than to purchase a complete set of new refillable cartridges! Couple this with the annoying air pockets introduced when refilling means that the PermaJet Eco-Flo bottle system offers an appealing consistency and reliability.

The PermaJet Eco-Flo has been specially designed with moulded cartridges that simply slot into your printer in the usual way and stay in situ permanently. Refilling is then carried out simply by topping up the external reservoir bottles therefore avoiding unnecessary wear and tear on the cartridges & microchips.

The battery-free microchip reset process is simplicity itself – resetting all inks back to full simultaneously.

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Once filled and set, you are ready to print and start saving money on your ink costs with consistent print quality time after time!

The kit includes the very latest inks - PermaJet have been improving existing ink technology and the result is the specially formulated Image-Life® pigment inks which have been successfully tested for archival stability on various Epson printers.

Image-Life® inks are manufactured with professional quality and performance in mind - ultra fine pigments designed specifically for inkjet applications with a new fast-acting, instant dry formula. They deliver the very best colour vibrance, highest print quality, extended image stability and are guaranteed to be a close match to the printer's original OEM inks.

### **New - Image-Block Display System**

Try something new this year with Image-Blocks.

Print, Stick & Ready to Hang Block System... this really is the easy way to produce & present professional modern, contemporary and stylish inkjet images using the high quality PermaJet range of inkjet papers displayed in a 3D format.

This modern & minimalist look is easy to create in seconds, either by hand or with the Jetmounter laminator, ideal for the home, office, studio or exhibition use. Image-Blocks are available in 3 fantastic edge finishes - Black, White & Oak and in the following sizes: 6" x 4", 5" x 5", 10" x 8", 12" x 12", A4 & A3.

To use this system, simply peel back the self adhesive backing, carefully position your printed image on the self adhesive area & press down firmly using a soft cloth. Now, turn the Image-Block with the printed image face down on a clean cutting mat, using a scalpel, trim flush along the edges of the Image-Block to remove the excess PermaJet material. Your Image-Block is ready to hang and be admired by all.

### **New - 5 Metre Length Trial Inkjet Rolls**

Consumers using other paper brands can now trial the ever popular PermaJet Oyster 271gsm (Satin/Semi-Gloss) & Ultra Pearl 295gsm surfaces in 17" (432mm) x 5m length roll format without investing in a full roll purchase. Wide format users requiring a true, bright white, photographic inkjet media now have the opportunity to try both these glorious surfaces – PermaJet's FREE ICC profiling service is also included as standard for perfectly accurate printing. As an extra incentive PermaJet will include a £10 cash back voucher that can be redeemed against your FIRST full roll purchase. Give it a trial...you will be pleasantly surprised!

### **New - 36" Rolls added to the PermaJet range**

PermaJet have listened to their customer requests in 2011 and are pleased to announce the launch of 36" (916mm) x 30m roll lengths in the popular Oyster 271gsm & Ultra Pearl 295gsm surfaces.

This now allows wide format users the opportunity to print perfect A1 size with minimal wastage.

### **New - PermaAIR 400ml**

A fantastic new product to assist photographers, studio labs and consumers who print using inkjet printers. The PermaAir Aerosol has been designed primarily to help maintain and keep printers dust free thus allowing the paper feed trays and rollers to pick up media more effectively and stay problem free.

Fine art printers in particular will find this product extremely useful in removing loose fibres by air blowing directly over the surface of the material prior to use as there is a tendency to leave fibres within the printer or on the rollers – with PermaAir the problem goes away!

This highly effective air duster will improve your workflow as well as extending the working life of your printer when used as part of your regular printer maintenance.

Suitable for all desktop and wide format printers as well as cleaning all other general day to day surfaces/devices.

***The full product range will be available to view on our spectacular new and even bigger stand – B12, Hall 9***

***PermaJet is a registered trade mark of The Imaging Warehouse Ltd.***

# Newsletter Focus 2012

*(Stand B12, Hall 9)*



The Imaging Warehouse will arrive at Focus on Imaging 2012 displaying a wide range of traditional darkroom products – see all the popular items that will enhance every darkroom enthusiast's developing and printing results....

**The Imaging Warehouse will be exhibiting for the first time for all those darkroom enthusiasts so come along & see the team on *Stand B12, Hall 9!***

The name **Nova Darkroom** is synonymous with a 30-year history of innovative darkroom products, including film and print processors and archival washers. Nova Darkroom continues to exist today as a flagship brand of The Imaging Warehouse.

This Focus on Imaging show brings a unique opportunity for consumers to meet up with the traditional Nova Darkroom specialists from The Imaging Warehouse who are there to advise and discuss any products requirements, whether they be consumables or hardware.

Our team will be pleased to meet with buyers from schools, colleges, universities and any other institutions needing supplies of traditional darkroom products as well digital products. Home darkroom workers, enthusiasts, pros and “newbies” to the world of traditional photography are encouraged to come along and learn what they need to set up a darkroom or use their existing one to its best capabilities.

The simple, yet amazing, new Ilford Titan Pinhole Camera will be demonstrated as well as a range of professional films from Rollei, Ilford, Kodak & Fuji.

This event also marks the official launch of the new Imaging Warehouse website – [www.theimagingwarehouse.com](http://www.theimagingwarehouse.com)



***Come and see us on our spectacular stand B12, Hall 9.***

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Stretching your horizons further with



**Breathing Color - exhibiting for the first time at Focus on Imaging!  
Come along & see the team on Stand B12, Hall 9!**

*“The Most Advanced Inkjet Media in the World”*

The Imaging Warehouse Ltd is proud to announce the first major UK exhibition launch and demonstration of ‘Breathing Color’ Inkjet Canvases and Papers since commencing distribution throughout Northern Europe.

‘Breathing Color’ is a leading USA designer and manufacturer of award-winning digital inkjet canvas, fine art papers, and canvas varnish coatings for use with all popular large format printers. Using a highly scientific approach, they continually push the boundaries of innovation in pursuit of finer inkjet printing quality, particularly on Canvas.

Its inkjet media product range offers a choice of fine art Canvas and Fine Art Papers aimed at photographic markets. The flagship canvas product is ‘Lyve™’ 450gsm Canvas – an award-winning canvas which has taken the USA printmaking industry by storm. With eye-popping colour gamut and dmax, it sets a new standard of quality in fine art and photographic canvas printmaking.

Focus 2012 will be the opportunity to see demonstrations of these canvases being coated by the fantastic, easy-to-apply, varnish coatings now synonymous with long image life and surface protection. ‘Glamour II Veneer’ & ‘Timeless’, preserving and enhancing fine art canvas and photographic prints produced on digital inkjet printers.

Also, the new ‘EasyWrappe Stretcher Bar System’ makes canvas print stretching a doddle! Now, in minutes, you can create a true stretched canvas which could be displayed anywhere. Full demonstrations will take place showing a range of bar sizes and the technique itself – you will be amazed!

Steve Price, Business Manager of The Imaging Warehouse explains, “We are delighted to be able to offer the ‘Breathing Color’ brand to our UK consumers as well as other European countries. ‘Breathing Color’ media takes our product portfolio to the next level. Come along to the stand and have a “hands on“ experience!”.

**For further product information and images, samples for testing or data about this press release, please contact Steve Price at the address below:-**

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# FOCUS

Visit  
Stand B12...HERE

on imaging  
4 – 7 March 2012

NEC, Birmingham



Hall 9  
Entrance

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