



**Focus 2012** (*Stand B12, Hall 9*)

**PermaJet**



# **Press Release**



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.

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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. 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.***

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