

## PRESS RELEASE

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**High performance you can touch: the Felix Schoeller Group brings new products and a comprehensive portfolio of products to Photokina 2016**

***“Performance World” is the slogan of the Osnabrück-based Felix Schoeller Group at this year’s Photokina, where it will be showcasing new products and a comprehensive portfolio of products for high-end digital printing***

The Osnabrück-based specialty paper manufacturer will be using its presence at stand A30 in Hall 3.1 to showcase a wide range of products, including new ones, and offer people the opportunity to experience at first hand how they are used. Premium media for all leading printing systems, such as inkjet, electrophotography, thermal and dye sublimation printing and traditional silver halide photography, will be on show. The focus will be on innovative products such as LIVE papers for dry inkjet minilab systems with optimised surface scratch resistance, canvases with improved stress whitening properties and the new S-RACE® papers for specific sublimation printing applications. For the well-known and established E-PHOTO® papers, application examples in the form of prints produced on HP Indigo 10 000 and 12 000 printing presses will be exhibited.

### **Photokina – the meeting place for high-end photography**

In presenting its TRUE series, the Felix Schoeller Group is responding to the show’s ambition to continue to offer a forum for high-end photography – alongside many other topics. TRUE is a range of baryta-coated and other fine art papers that are intended for professionals and anyone else needing paper capable of meeting very high standards. These papers are used, for example, at the exhibitions of work entered for the Felix Schoeller Photo Award. Product manager Senta Becker describes TRUE papers’ outstanding features as follows: “Our TRUE papers meet the highest standards and are ideal for printing unique works of art. The different surface finishes enhance the expressive power of the motifs and create an individual look and feel.”

### **Olympian guests**

As in previous years, Schoeller is once more expecting a visit to its stand from renowned athletes including from the elite Olympic squad at Rio 2016. They will be able to take away high-quality prints of particularly emotional moments in their career. They will also be available to talk to visitors to the stand.

Thomas Leifert, technical manager of Felix Schoeller's Digital Media Business Unit, sums up the company's presence at Photokina: "Our products reflect Photokina's core topics and we look forward to many interesting discussions – inspired by the diverse application examples and exhibits on our stand."

The Felix Schoeller Group will be at Stand A30, Hall 3.1.

Photo:



Caption: The latest samples folder features the highlights of the professional photo and fine art range of papers (TRUE series).