

## DIGITAL FINEART NEWSLETTER - JANUARY 2012

### NEW PRODUCT *PHOTO RAG BOOK AND ALBUM 220gsm*

We have had many requests for a lighter weight double sided version of our Photo Rag Duo that can be used for book making and for albums. We have listened to what you have asked and are pleased to announce the introduction of **PHOTO RAG BOOK & ALBUM 220gsm**.

This is a 220gsm 100% cotton paper that has a high opacity to help prevent "show through" from images on the reverse side. Due to its thinner gauge it is better suited for book making.

A big request from customers concerns "grain direction" as this is an important factor in book making when it comes to folding the sheets. The general consensus was that a short grain direction was the most favoured one but the main overriding factor was that the grain direction was specified on the packaging and was always constant.

To this end the new papers will always have the same direction for a particular sheet size.

The A4, A3, A3+ and 66.5 x 92cm will be short grained, whilst the A2 will be long grained.

The new paper will be available from 1st March 2012 and will be packed in boxes of 25 sheets for the A sizes, whilst the 66.5 x 92 cm size will be packed in 50 sheet wraps.

Samples of the new paper will be available soon. Please contact us on [uksales@hahnemuehle.de](mailto:uksales@hahnemuehle.de) if you require any samples for evaluation.

The Photo Rag Book & Album ICC profile will be available to download free of charge from our website.

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## VARNISH

Our new Varnish for canvases was launched at the end of last year as is now available from stock. The varnish protects your canvas from scratching and scuffing, as well as giving resistance to UV rays and to water spills. It comes in three finishes; Matt, Satin and Gloss and is applied by roller. The varnishes are water based, have a low odour and the equipment can be easily cleaned in water.

The Varnish is suitable for use on all of the Hahnemühle canvases plus the Harman by Hahnemühle Canvas. They are supplied in 1L pots and all finishes have the same list price of £30 per pot inc VAT.





## FOCUS 2012 *STAND L4*

It will soon be Focus time again at the NEC in Birmingham and this years exhibition runs from Sunday 4th March to Wednesday 7th March. Our stand this year will be number **L4**.

We have already been working hard with the plans and preparation for this years show and we will be featuring images from "Rock City Art" which is a collaboration of the top rock photographers from the UK and across the world. The images are a sneak preview of an exhibition being shown at Brit Week in Los Angeles before coming to the UK to be shown at the Manchester Photographic Gallery. The collection is shown in conjunction with the British Photography School who run training courses for all levels of photographers from venues across the country, and as a special Focus promotion they will be offering special show discounts on their courses.

All of our papers will be available for you to look at and touch as well as our new range of canvas Varnishes. Come and visit the stand to see our new products and special show promotions.

So don't leave it too late, mark the dates in your diary and make your plans. We look forward to seeing you all there.

## PHOTO CARD TINS

Our ever popular Photo Card Tins are now available again in three different paper types; Photo Rag 188gsm, Fine Art Pearl 285gsm & Baryta FB 350gsm.

Each tin contains 30 sheets sized 10x15cm and cost just £9.50 per tin.

Customer feedback has indicated many varied uses for the Photo Card Tins, with wedding photographers offering it as a handy pocket or handbag sized photo box. Others are using it as a novel way of presenting their portfolios to interested clients and of course many people just like the tins as a fun sized format for fine art prints.

What novel ways do you use your Photo Tins? Let us know and the most original and bizarre entries will receive a prize of one of each photo tin as a prize.

Please send your responses by 29th February to  
**ukmarketing@hahnemuehle.de**



## PRODUCT FEATURE

We are featuring one of the more unique papers from our range called Torchon. The term “torchon” is French, “coarse structure” and the special surface texture of this bright white paper is a reminder of this. The overall effect is to produce a stunning finished image that captures the timeless original beauty and three dimensionality of an artwork in its own special way.

Torchon is part of our Matt Textured family of papers and is available in A4, A3, A3+ and A2 sheet sizes and in rolls from 17” up to 44” wide. ICC profiles are available to download free of charge from our website.

If you would like a sample A4 sheet to see for yourself the true individuality and beauty of this paper please send an e-mail to [ukmarketing@hahnemuehle.de](mailto:ukmarketing@hahnemuehle.de).

**As a very special offer we have a limited number of special 36” x 4m rolls of Torchon and these are available at the astounding price of £20 per roll. Please contact our office on 08453 300 129 for further details on these rolls.**

## DEALER SPOTLIGHT

It was in 1993 while working as sales director for a large Pre-Press company when Sheldon Long organised his first digital imaging show in Ireland. On view was one of the first digital SLR cameras from Kodak, the Dicomed imaging system, a relatively new software application from Adobe (Photoshop 2) and more importantly for Sheldon, some of the first true Giclée prints in the world from the Iris inkjet system.

Before working in Pre-Press sales, Sheldon had been a technical sales engineer for a large photographic minilab company and it was with this knowledge that he set up Sheldon Photographic in 1997. It was later that year at the PMA show in London when he first set eyes on a 6 colour Epson printer and immediately started to promote this printer to the photographic industry in Ireland. Indeed such was his success that he was asked to speak at PMA in London in 1999 about the future of digital imaging.

As Epson printers became the recognised industry Giclée printers it was obvious that Sheldon would need to supply the Hahnemühle range of papers as these too were seen as the number one choice for anyone wishing to produce fine art prints on an Epson printer.

Established today as an Epson Express Centre and Pro-Dealer, Sheldon Photographic supplies a wide variation of products which include printing software, colour calibration equipment, high end monitors and hard drives and of course the finest fine art papers in the world from Hahnemühle. Operating from Swords in Dublin they supply customers all over the Island of Ireland.



**SHELDON**  
PHOTOGRAPHIC

**For more information on Sheldon Photographic please visit [www.sheldonphoto.com](http://www.sheldonphoto.com) or call them direct on 00 3531 (01) 8107077.**

## NEWS FLASH, NEWS FLASH, NEWS FLASH, NEWS FLASH

Hahnemühle has just purchased the Zanders Reflex paper mill in Düren Germany. The Zanders mill has a well established range of quality papers and have been producing papers since 1857 which makes it slightly younger than our Hahnemühle Mill which was founded 1584.

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**Thank you for reading!**



Hahnemühle FineArt UK - Tel: 08453 300129 - Fax: 01603 757915 - Email: [uksales@hahnemuehle.de](mailto:uksales@hahnemuehle.de)