



PRESS RELEASE – JUNE 2008

Olmec Photo Papers join Innova Digital Fine Art

Innova Art Ltd is pleased to announce that they have acquired the OLMEC brand of Photo papers under licence from ICI Imagedata*. The Olmec range will now be supplied directly from UK based Innova Art Ltd.

The Olmec™ brand is targeted at professionals and consumers wanting to produce the best possible hardcopy digital prints.

Olmec Photo Papers have long been popular with professional photographers thanks to their excellent image quality and similarity to traditional halide prints. Olmec papers have won many awards for the range and product quality, including 2 DIMA awards in 2005 and 2006 for the outstanding Photo Gloss 260gsm Heavyweight paper confirming why it is the product of choice for professional photographers all over the world.

The Olmec range of papers adds a new dimension to the Innova portfolio of award winning papers by introducing high quality RC Photo papers to complement their flagship FibaPrint® photo fibre based inkjet papers.

Innova Art specialises in coated fine art papers and canvases for inkjet printing, and the Olmec Papers will complement the Innova range. Two heavyweight Photo papers, three midweight Photo papers including one double-sided, a midweight matte and a fine art surface will initially be available - A4, A3, A3+ and A2 50 sheet boxes and some roll sizes are available now – with additional products to follow.

Photo Gloss 260gsm -

A fade resistant microporous coated heavyweight RC base for a true photographic look and feel. High gloss, ultra white finish.

- Photo Satin 260gsm** - A fade resistant microporous coated heavyweight RC base for a true photographic look and feel. Satin lustre, ultra white finish.
- Photo Gloss 240gsm** - A fade resistant microporous coated mid-weight RC base for a true photographic look and feel. Smooth gloss surface, bright white.
- Photo Satin 240gsm** - A fade resistant microporous coated mid-weight RC base for a true photographic look and feel. Satin lustre surface, bright white.
- Photo Gloss DS 250gsm** - A fade resistant microporous coated mid-weight Double side coated RC base for a true photographic look and feel. High gloss, high white, smooth finish.
- Soft White Cotton 275gsm** - A fade resistant inkjet coated mid-weight textured fine art paper. High white watercolour surface, archival, acid free, 25% cotton linters.
- Archival Photo Matte 230gsm** - A smooth matt coating for non-reflective Photographic images on a mid-weight base. Smooth matt, bright white finish.

Mike Gonzalez, MD of Innova says *“I’m delighted to bring the award-winning Olmec Brand into our portfolio. The papers have an excellent reputation in the industry and will make a positive addition to our product range, and give Photographers the range of papers they require”.*

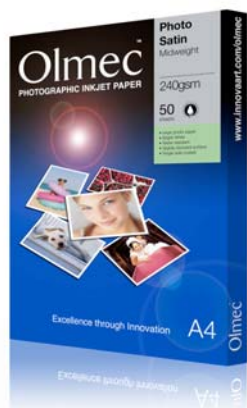
Olmec Photo Papers are now available worldwide through the Innova Art sales and distribution network.

For more information about Olmec Papers and stockists, please contact:

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International Contacts:

Please visit the Innova Art website: www.innovaart.com/olmec



Olmec Inkjet Papers are now available from Innova Art Ltd.

*ICI Imagedata still continue to make and distribute their Olmec range of dye-sublimation printers and media.