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Chris Gonzalez (Enticed Photography)

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EXCLUSIVE: IPS adds Mitsubishi paper to portfolio

June 8, 2011: Independent Photographic Supplies Pty Ltd (IPS) has announced July 1 commencement of its exclusive authorised distributorship of Mitsubishi 'Grace' Colour Paper in Australia, New Zealand and the Oceania region.

Grace Colour Paper is a back-branded RA-4 Silver Halide Colour Photo Paper compatible with both digital and analog minilabs.

GRACE
Color Paper

'This is a well-balanced, neutral tone paper producing excellent colour from deep shadows to highlights,' said Rob Voysey, sales & technical director of Independent Photo. 'It's well suited for all minilabs and automated, high-speed wholesale production environments.'

'Grace' Colour Paper features a wide exposure latitude coupled with excellent reciprocity characteristics, according to Independent Photo. This maintains a neutral balance over a multiple range of exposures, and eliminates the need for excessive colour corrections with varying exposure times.

Key features:

- Excellent print quality;
- Brilliant base whites;
- Sharp and brilliant colour reproduction;
- Smooth skin tone gradation;
- Superior packaging for safe delivery from warehouse to store;
- Excellent print stability.

'Grace' Colour paper is available in Glossy and Lustre Finish, and carries the distinctive Mitsubishi Grace watermark.

It displays quality characteristics which are claimed to be not dissimilar to Fujifilm paper technology.

Independent Photo supports its paper and chemistry customers with quality monitoring ('IPS QC Trusted Quality Monitoring Service'), in addition to printer profiling to optimise quality from specific printer and paper combinations – both silver halide and inkjet.

Independent Photo will continue to distribute the DNP Centurion range of photo papers as well as its IPS 'Fighting Paper', introduced specifically for independent retailers battling under-cost pricing from larger, Fujifilm-supported retail chains.

'Our new relationship with Mitsubishi is a recognition that you can't be all things to all people distributing just one brand,' said Mr Voysey.

He added that in other markets around the world, specialist suppliers typically offered their customers a range of alternatives, and the market in Australia and New Zealand was unusual in having authorised distributors tied to the one paper manufacturer.

Independent Photo offers next day delivery to Sydney, Melbourne, Brisbane and Perth metro areas for orders logged by 2pm. It has scalable, temperature-controlled warehouse space in Sydney (Mascot) and Perth.

'- All the things you would expect dealing with a first class supplier of premium products,' added Mr Voysey.

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Your Comments

Posted By **Stuart Holmes - Independent Photo (IPS)** 06/10/2011 03:34:23 PM

Hi Local Expert (again...), Independent Photo's mission statement is to 'Bring the Best Brands in Imaging' to the Australian Region and to that end we have sourced Mitsubishi Grace Branded Colour Paper as yet another quality media choice for the Independent Photo Specialist to compete with against the 'Big Retail Chains' to offer the discerning Photo Consumer a Quality Alternative to the so called 'Premium Brands' that these 'Big Boys' offer! Mitsubishi Paper Mills is one of the largest Photographic manufacturers in the world, infact actually manufacturing more than 75% of the worlds base paper for ALL Silver Halide Medias available today. If you want to discuss Brand Strategies, we would really welcome your attendance to the upcoming PMA Imaging & Entertainment Expo (June 24th 26th) Stand # 437.

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Posted By Local Expert 06/09/2011 02:38:14 PM

I've said it here before, but yet again our independent photo industry is trying to shoot itself in the foot. Consumers expect to buy the premium brands from the specialist stores (and pay more!), and buy the cheaper brands from the big retail chains. In photography it is fast becoming the opposite.

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