

## **New Photo Metallic Inkjet Paper Expands Printing Horizons for Pros and Enthusiasts Alike**

Dallas, Texas, November 2012 – The new [300gsm Polar Pearl Metallic Plus](#) offers the proven benefits of the original [255gsm weight Polar Pearl Metallic](#) with a more professional weight, thickness and feel.

Photographers will discover amazing results from this truly unique inkjet paper that closely matches the look of photo lab metallic prints. Polar Pearl Metallic features the same aspects as its lab equivalent - a high gloss finish and a pearlescent base stock that yields an elegant iridescence. This paper is compatible with any inkjet printer and requires no special equipment, inks, or finishing techniques to achieve the metallic effect.

Kodak™ and their Endura™ Metallic process for photo labs originally made the metallic style print popular. After a number of years of research and development the same look and effect has been created for inkjet printing technology. Drew Hendrix, Vice President of Red River Paper notes, "This paper imparts a brilliant, almost luminescent look to your images with hints of pearlescent reflections. The new paper expands the creative freedom and capability of inkjet users from the professional to the enthusiast level."

300gsm Polar Pearl Metallic is now available directly from Red River Paper at [www.redriverpaper.com](http://www.redriverpaper.com). The paper will be sold in 10 different sheet sizes. Rolls up to 24" width will be available soon. Color profiles for the new paper are available online for a wide variety of printer models – [www.redriverpaper.com/profiles](http://www.redriverpaper.com/profiles)

### **Benefits of the new 300gsm Polar Pearl Metallic**

- The look of photo lab metallic prints
- Compatible with any inkjet printer
- Low OBA paper
- 11.8mil photo thickness
- Warm tone for pleasing color reproduction
- Acid free base stock.

Red River Paper was founded in 1997 and has become a trusted supplier of premium photographic inkjet papers to a wide variety of customers around the world. The company offers products that match or exceed retail brand quality with a savings as much as 40%.

If you'd like more information about 300gsm Polar Pearl Metallic, go to <http://www.redriverpaper.com/press>

Kodak and Endura are registered trademarks of Kodak, Inc.

###