

## **New Inkjet Paper Offers Look of Photo Lab Metallic Prints**

Dallas, Texas, March 25, 2010 – Red River Paper introduces 66lb. Polar Pearl Metallic photo inkjet paper. The new Polar Pearl Metallic is a 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 in your images. The new paper is compatible with any inkjet printer and requires no special equipment, inks, or finishing techniques to achieve the metallic effect. Polar Pearl Metallic is part of Red River's Polar family of products, which represent the absolute state-of-the-art in photo inkjet papers.

Kodak™ and their Endura™ Metallic process for photo labs originally made the metallic style print popular.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, "The lustrous nature of Polar Pearl Metallic adds special depth and life to many different types of photography. The new paper expands the creative freedom and capability of inkjet users from the professional to the enthusiast level."

Polar Pearl Metallic is now available for orders directly from Red River Paper at <http://www.redriverpaper.com/ppm>. The paper will be sold in 10 different sheet sizes. Rolls up to 42" width will be available in the coming months. Color profiles for the new paper are available online for a wide variety of printer models – <http://www.redriverpaper.com/profiles>

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 Premium Polar Metallic, go to <http://www.redriverpaper.com/press>

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