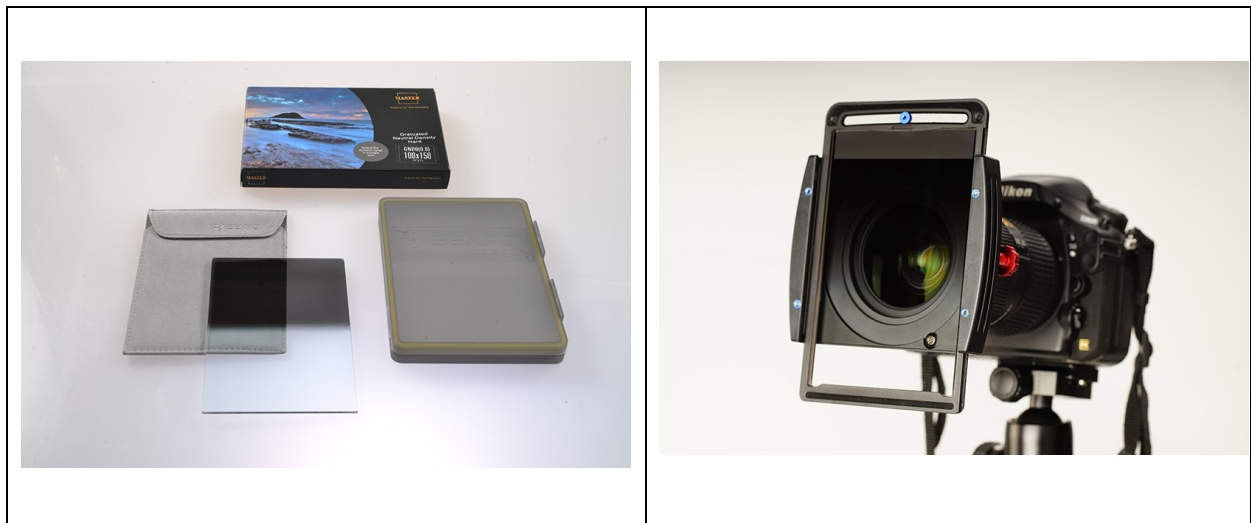




The Photography Show 2018

BENRO BRINGS NEW TECHNOLOGIES TO THE UK FILTER MARKET

Bringing brand new technologies to the filter market – Benro is delighted to reveal its range of filters to UK photographers at this year's Photography Show



The range available in the UK will comprise:

- brand new, ***never seen before, patented 100mm filter holder system*** – setting the new standard for square filter systems
- both glass and resin filters
- 100mm, 150mm & 170mm square filter systems
- 150mm filter system designed specifically for true wide-angle lenses
- neutral density, graduated (hard & soft grads) and reverse graduated filters all available
- screw in circular polarising filters designed for use with the new Benro filter holders

- proprietary filter coatings and advanced dyeing technologies
- full range of filter accessories: filter bags, filter tents and a comprehensive range of step-down rings enabling use on lenses with different filter thread sizes
- fully featured filter holder and resin filter range for photographers seeking their first set of high quality filters at a compelling price point
- finest quality – at super competitive prices compared to existing competitors

The resin filter range includes soft and hard graduated ND filters – from 2 to 4-stop – plus a 4 stop ND filter.

The glass filter range includes soft, hard and reverse graduated ND filters – from 2 to 5-stop – plus two neutral density filters in 6 and 10-stop strength.

All 100mm filters will be stock items, with 150mm and 170mm items special order.

Please see the price list attached for full range details and UK pricing.

Brand new patented 100mm Filter Holder with geared adjustment system



There are two different 100mm square filter holder systems available within the Benro range:



- the Benro FH100M2 - a brand new, unique and patented, filter holder – features a geared height adjustment system. Filters are mounted in a frame which fits within the holder, and the filter position can be fine tuned for the perfect composition
- The Benro FM100M2 is designed for use with both the 100 x 100mm and 100 x 150mm filters
- Both the Benro FH100M2 & Benro FG100 filter holders allow a screw in circular polariser to be fitted to the holder – which can then be adjusted from the camera side of the holder, meaning other filters already in place need not be removed

Mark Hoskins, the Benro UK Brand Manager added:

‘We’re proud to bring the Benro filter range to the UK and unveiling a new quality standard to the filter market. Our Universal resin filters are a match for the most popular market-leading brand – at a much more affordable price point.

‘For photographers who choose to invest further in our Master Series glass filters, we can also offer superior image clarity and sharpness.’

Pricing is highly attractive, with examples including:

Benro Resin 100x150 grad - £45.00
Benro Glass 100x100 10-stop ND - £100.00
Benro Glass 100x150 grad - £130.00

The Benro Filter range will be available for demonstration on the Benro stand – and to purchase from retailers at The Photography Show. Products will also be available via selected photographic retailers soon after the show.

For full product range & pricing – please see separate product sheet with UK pricing.

For more information on the entire range of Benro filters, tripods, camera, video and drone bags, visit www.benroeu.com

For more information please contact Kerry Hendry at Capture PR – email kerry@capture-pr.com, or telephone 01452 780073. **High Resolution Images & review samples are available.**