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## **FUJIFILM helps The Alderson Print Group expand into POS with VLF platesetter**

Alderson Point Of Sale, part of the Alderson Print Group, has invested in a FUJIFILM-supplied Screen PlateRite Ultima 36000 VLF platesetter as part of its business expansion into the printing of POS materials. The company, based in South-West London, now offers a vast range of services through its web offset, sheetfed litho, digital, and POS divisions.

Andy Cuff, group studio manager at Alderson Print Group, said: "We've been using various FUJIFILM products for the past five years, and have a good rapport with the company. Reliability and consistent high quality is at the top of our requirement list when we look at new products, and as FUJIFILM has time and again stood out above the rest, it was naturally our first port of call when we set up the new division. The PlateRite Ultima 36000 VLF platesetter that FUJIFILM recommended far exceeded its competitors with exceptional performance and seamless integration with our newly installed presses, making it an easy choice for us."

The creation of the POS division was completed in January 2009, and Alderson Print Group soon extended existing contracts as well as winning new ones, including point-of-sale displays for leading commercial brands.

Graham Leeson, marketing communications manager, Graphic Systems Division – FUJIFILM Europe, comments: "It is an extremely positive sign to the rest of the UK printing industry that Alderson Print Group has expanded its service offering to accommodate the needs of the growing POS market, and we are very pleased that the decision was taken to add another FUJIFILM solution to its production facilities. We have a good, long-standing relationship with Alderson Print Group, and look forward to continuing this in the future."

The PlateRite Ultima 36000 is a large, multi-format thermal platesetter that can output up to 28 x 36-page plates per hour, but will also image every other plate size down to 4-page format. Available in three versions for different productivities, all feature an advanced 512-channel imaging head utilising GLV™ (grating light valve™) technology.

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**About FUJIFILM**

FUJIFILM Corporation's goal is to create products and services of the very highest quality that contribute to the advancement of culture, health, science and industry. This is achieved through the development of cutting-edge, proprietary technologies and strategic acquisitions, with the results benefiting markets as diverse as healthcare, consumer imaging and displays, litho, digital and inkjet printing, and life sciences. With core values of quality, integrity and trust, a world-class team of people and a commitment to the environment second to none, FUJIFILM's ultimate aim is to enhance the quality of life for people everywhere.

[www.fujifilm.co.uk/gs](http://www.fujifilm.co.uk/gs)

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