**2nd July 2019**

**Fujifilm announces changes to its senior management team in its UK Graphic Systems Division**

*Chris Broadhurst, former General Manager of the Graphic Systems Division in the UK promoted to a senior European role as Head of Offset, with former National Sales Manager Andy Kent announced as his successor.*

Fujifilm today announces a restructuring of its senior management team in its UK Graphics Systems business. At a time when offset printers are under greater pressure than ever from the combined challenges of rising aluminium prices, falling print runs and advancing digital print technology, continued innovation and creative thinking are essential. Innovations like Fujifilm’s PLATESENSE programme are examples of the sort of forward-thinking required to keep driving this sector forward. As the initiator of this programme, Chris Broadhurst, the former General Manager of the UK Graphic Systems Division, has been promoted to Head of Offset in the European Graphic Systems business to manage the company’s offset business and drive this kind of initiative forward on a European level. Broadhurst’s role will be based in Dusseldorf, and starts immediately.

“I’m excited about this new challenge,” says Broadhurst. “Despite being at the forefront of the rapid advances in digital print technology in recent years, Fujifilm has never lost sight of the importance of innovation in offset print processes and technology. Offset print output continues to be much higher than digital output globally and Fujifilm has a long and deserved reputation for helping offset printers boost profitability through the unrivalled performance and durability of our Superia plate range. Our new PLATESENSE programme takes this to another level altogether and I look forward to working with litho printers right across Europe to help them to transform their businesses, boosting productivity and profitability and safe-guarding their futures.”

Andy Kent, former National Sales Manager, has therefore been promoted to Divisional Manager of the UK Graphic Systems Business. Kent brings more than 30 years of industry experience to his new role and will be based at the company’s Bedford HQ. Coinciding with this change, the UK sales team will now be led by Will Hearn, leading the offset sales team, and Alice Murray the inkjet team.

“I’m delighted to be taking on the role of Divisional Manager of Fujifilm Graphic Systems UK,” says Kent. “Fujifilm is a forward-thinking company, at the forefront of technology developments in both the offset and inkjet sectors of our industry. New developments in our Acuity, Onset X and Jet Press ranges have all been made recently and there is still more to come. There are also some exciting new plate product announcements in our Superia range on the agenda this year and we look forward to providing more details in due course.

We look forward to offering the best possible service and support to new and existing customers, to introduce them to the very latest industry technologies, and to work with them to find the most creative and effective ways to drive their businesses forward.”

**ENDS**

**About FUJIFILM Corporation**

FUJIFILM Corporation is one of the major operating companies of FUJIFILM Holdings. Since its founding in 1934, the company has built up a wealth of advanced technologies in the field of photo imaging, and in line with its efforts to become a comprehensive healthcare company, Fujifilm is now applying these technologies to the prevention, diagnosis and treatment of diseases in the Medical and Life Science fields. Fujifilm is also expanding growth in the highly functional materials business, including flat panel display materials, and in the graphic systems and optical devices businesses.

**About Fujifilm Graphic Systems**

Fujifilm Graphic Systems is a stable, long term partner focussed on delivering high quality, technically advanced print solutions that help printers develop competitive advantage and grow their businesses. The company’s financial stability and unprecedented investment in R&D enable it to develop proprietary technologies for best-in-class printing.  These include pre-press and pressroom solutions for offset, wide-format and digital print, as well as workflow software for print production management. Fujifilm is committed to minimising the environmental impact of its products and operations, proactively working to preserve the environment, and strives to educate printers about environmental best practice. For more information, visit [www.fujifilm.eu/eu/products/graphic-systems/](http://www.fujifilm.eu/eu/products/graphic-systems/), or [www.youtube.com/FujifilmGSEurope](http://www.youtube.com/FujifilmGSEurope) or follow us on @FujifilmPrint

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