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**Greenhouse Graphics gets even greener with Fujifilm Superia ZD**

*A recent investment in Fujifilm’s Superia ZD plate has enabled Greenhouse Graphics to save time and money and boost its already impressive environmental credentials*

Founded in 1993, Hampshire-based Greenhouse Graphics started out as a conventional litho printer and has grown since then to cover H-UV litho, sheet fed digital and large format inkjet machines. Across all those devices it prints everything from beer mats and posters to magazines, business cards, wall coverings and vehicles wraps.

Production Director Darren Bennett is proud of the reputation the business has built for itself: “All our customers expect high quality at a competitive price, and we deliver that, but our real value-add is in our responsiveness to customer requests. Talking about quality and price is important, but our delivery time is the key thing that sets us apart. We are very quick to respond to our customers and they feel the benefit of that. Doing all our work in-house means we’re in complete control: the quality, the colours and the delivery dates – everything is spot on.”

A recent investment in Fujifilm Superia ZD plates has improved that offering still further.

“The thing that really appealed to us about Superia ZD plates was their durability,” Bennett continues. “Time we would have spent in changing the plates mid-run can now be used to get on with printing the job, resulting in a substantial boost in our overall production speed.

“Our plates go onto a Komori H-UV, UV curing litho press. We bought it two-and-a-half years ago, and as it has both conventional and low energy UV curing capabilities, the chemistry is variable and that posed some unique challenges for the plates.

“We found that on this press our existing plates were losing quality and needed replacing after around 6,000 prints. Now, with the Superia ZD plates, we’re running up to 40,000 prints without any downturn in quality – a massive improvement on before. The longevity of the plates is astonishing and we’re achieving a much sharper dot and sharper images throughout every run.

“We’re often asked to print jobs around the 10,000 mark, so previously we would have had to factor in two lots of plates for a job of that size. Now with Superia ZD, we just set up once and run. Our cost savings have been massive and the quality of the dot and the life-span of the plate means we can keep the machine running and deliver consistently high-quality work on-time.

“Aside from all the cost saving aspects, the environmental benefits were also an extremely important consideration in making the investment. Any new investment we make is analysed carefully as it needs to fit in with our environmental mantra. The Superia ZD plates are fully recyclable, and the added benefits we’ve seen in having less down time, and less wastage in terms of paper and ink, means we are staying efficient and green.

“Without a doubt the Superia investment will help us address current trends in the market. Our H-UV press is just one of many in the country, but with Superia plates on it, we can take it to another level of quality and efficiency that our competitors will struggle to match.

“Installations of H-UV presses are on the up – it’s the press that’s taking over the litho market at the moment. With Superia plates, we’re confident we can adapt to any future demands the market may throw at us due to its versatility, durability and quality. Superia plates work exceptionally well in an H-UV environment.

“I would definitely recommend both the Superia ZD plate and working with Fujifilm. They came in and helped with the installation, got everything up and running and have supported us since day one. They are very, very good at what they do and the technical knowledge and support they’ve supplied has been outstanding.”

Says Chris Broadhurst, General Manger, Fujifilm Graphic Systems UK: “We’re delighted to see the immediate, positive impact Superia ZD plates have had at Greenhouse Graphics. Modern print businesses are under huge pressure to reduce costs and environmental impact while maintaining or improving levels of quality and service. Fujifilm is at the forefront of litho plate development and the Superia range provides clear evidence of this. We look forward to continuing to work with Greenhouse Graphics as they develop and grow their business.”

**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 Twitter @FujifilmPrint

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