**14 June 2018**

**Fujifilm UK announces a radical new service for litho plate users**

*Innovative new PLATESENSE programme to offer UK printers unprecedented time and cost savings*

As aluminium prices continue to rise and printers seek to economise where they can, Fujifilm UK today announces a radical new business process that allows printers to effectively administer or even outsource their plate production. PLATESENSE, a Fujifilm UK initiative, is a programme set to revolutionise the world of pre-press, as it gives printers the option of either reducing overall administration or allowing Fujifilm to help manage the plate production process so that they can concentrate on what matters most – running their business.

Under the programme, as well as delivering plates to customers when they need them, along with any associated CTP equipment and consumables, Fujifilm will also manage waste and aluminium collection (helping to protect printers from plate price increases) and also provide comprehensive processor maintenance, service and support. These extra services could also include options such as an upgrade to Fujifilm’s industry-leading XMF Workflow solution and even the management of pre-press personnel.

The result will be a single, all-inclusive plate price which will see operational costs and labour reduced or freed up as Fujifilm helps to take the hassle away from managing the plate production process. This leaves offset printers to concentrate on running their businesses, and benefit from potential productivity improvements and operational cost savings, helping to boost profitability in a very challenging market.

The programme is available to any printer in the UK and Ireland, and with the recent introduction of both Superia ZD and Superia LH-S2 plates, Fujifilm is now able to offer a competitive, high quality solution for any application. So not only will printers be able to benefit from the higher performance and consequent resource saving benefits these plates already bring, they will be able to simplify their entire plate production process and reduce operational costs as well.

Chris Broadhurst, General Manager, Fujifilm UK says: “Despite the drive to digital, in which Fujifilm is a key technology pioneer, the volume of offset print output remains high both in the UK and globally, so the importance of continued innovation in this area cannot be overstated. Fujifilm has long had a reputation for helping offset printers boost profitability through the unrivalled performance and durability of its Superia plate range. Our new PLATESENSE programme takes this to another level altogether, introducing an entirely new business model. This is the start of something completely new and we’re excited about the opportunity we now have to deliver time and cost savings to our customers on a scale they would never have thought possible.”

More information on the UK PLATESENSE programme can be found at [www.platesense.com](http://www.platesense.com).

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**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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