**25th June 2019**

**Fujifilm announces new XMF subscription model**

*Accessible new financing solution brings the benefits of Fujifilm’s industry-leading workflow software to a much broader range of print businesses, as an extension to the company’s PLATESENSE initiative.*

Maximising efficiency through smooth workflow and automation is vital to any modern print business wanting to remain profitable and competitive, but the significant up-front cost of a new workflow system can be prohibitive for many companies, particularly smaller ones. Fujifilm has now addressed this problem head on by offering its comprehensive XMF Workflow solution as a subscription service rather than an up-front purchase. Forming part of the company’s new PLATESENSE initiative, but also available as a stand-alone subscription, it makes XMF accessible to a huge range of new customers who could not have considered it otherwise.

John Davies, Group Product Manager, Workflow, Fujifilm Graphic Systems Europe explains: “The Fujifilm XMF subscription service is a response to market demand. Many print businesses are unhappy with their current workflow solution, but struggle to justify the significant up-front cost of investing in an entirely new system. By making XMF available on subscription, print businesses get all the benefits of a world-class workflow solution, for an affordable monthly fee. The benefits, particularly to small and medium sized businesses with lower turnovers, will be substantial.”

The concept is an extension to the innovative PLATESENSE programme Fujifilm launched in 2018, in which pre-press equipment can be leased rather than purchased outright, and plate production can be fully managed by Fujifilm for a set monthly fee. For many offset printers, the ability to use XMF on subscription as part of the PLATESENSE programme, could provide a highly cost-effective efficiency boost.

“Fujifilm XMF is one of the most comprehensive workflow platforms for managing integrated production available anywhere,” Davies concludes. “It has been carefully designed to meet the hugely varied production demands of sheet-fed, web and digital printers, and is based on Adobe’s PDF Print Engine. Since its inception, it has led the way in combining the creative depth of Adobe’s Creative Suite applications with efficient and streamlined print production. Our XMF ColorPath and Griffin planning software solutions are already available via subscription, so we see this service as the logical next step. We’re delighted to be bringing the many benefits of XMF Workflow to a much broader audience.”

**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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