**16 September 2019**

**Fujifilm to use IFRA World Publishing Expo 2019 to introduce new strategy for its newspaper business**

*Fujifilm set to unveil a strategy to maximise efficiencies and minimise costs by launching its established Platesense programme and processless plate technologies to the newspaper market, alongside its leading violet systems and Elara workflow.*

Fujifilm’s comprehensive Platesense solution and thermal processless plates are already improving productivity and providing enormous time and cost savings to commercial printers all over Europe. At IFRA World Publishing Expo 2019 (Stand E.03, Hall 21a 8 – 9 October, Berlin) Fujifilm invites newspaper printers to come and learn how these innovations can boost productivity, reduce costs and waste, and provide some welcome certainty in uncertain times.

For a set monthly fee, printers can lease CTP equipment directly from Fujifilm, eliminating the capital expenditure required to upgrade or invest in new platesetting equipment. Furthermore, as part of the same agreed monthly fee, Fujifilm can take responsibility for all parts of plate production, supplying the plates and consumables as they are needed and taking care of waste and aluminium collection.

Extra services can also be rolled in on top of this, including management of pre-press personnel and an upgrade to Fujifilm’s dedicated Elara newspaper workflow solution.

With newspaper printers under continued pressure to cut costs and improve efficiencies, Fujifilm is also looking at ways it can bring its leading thermal processless plate technologies to the newspaper market. As such, Fujifilm is set to use the IFRA World Publishing Expo to unveil a strategy for the future based around bringing all the benefits of its processless plate technologies to newspaper printers, alongside its existing violet systems and Elara workflow solution. Combined with Platesense, these solutions provide a unique platform for newspaper printers to maximise efficiencies and minimise costs.

Thomas Kurz, Head of Newspapers, Fujifilm Graphic Systems EMEA says: “Fujifilm is proud to have held such a longstanding reputation for helping newspaper printers boost profitability through the unrivalled performance and durability of our environmentally friendly Superia plate range. We’re delighted to now be bringing our ground-breaking Platesense solution and the benefits of thermal processless technology to the newspaper printing industry. This will not only benefit newspaper printers with improved performance and resource savings, it will also simplify their entire plate production process and reduce operational costs.

“Fujifilm recognises the huge challenges faced by newspaper printers in the current market. In Platesense, and our leading processless plate technologies, we can offer new opportunities to radically boost operating efficiencies and maximise profitability by meeting these challenges head on.”

**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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