**28th April 2021**

**Fujifilm announces worldwide price increase for its offset printing plates, processing chemicals, PWB films and inks**

TOKYO, April 28th 2021 – FUJIFILM Corporation (President: Kenji Sukeno) announced today it will increase the price of its offset printing plates, processing chemicals, PWB films and inks on a global basis. The price will be increased by a double digit percentage as of May 1st, 2021 and will differ depending on the region and the product.

While the price of various raw materials, including aluminium and silver, are soaring significantly and freight costs are rising globally, Fujifilm has been working tirelessly to absorb the increases by reducing costs and improving productivity. However, the magnitude of rising costs can no longer be sustained by the company.

Details of the new pricing structure will be communicated to all customers worldwide.

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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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