**15th April 2021**

**Fujifilm to participate at virtual.drupa**

TOKYO, April 15th, 2021 – FUJIFILM Corporation (President: Kenji Sukeno) hereby announces its participation in the virtual.drupa event, to be held April 20th–23rd (<https://virtual.drupa.com/>). At this event, Fujifilm is looking to actively support print businesses as they transform and adapt to current industry challenges, and establish a leading role in shaping the future of the printing industry.

Under the slogan “NEVER STOP Believing in Print”, Fujifilm is set to announce a number of groundbreaking new solutions. These include a new processless CTP plate, Superia ZX, which is set to offer significant improvements in printability (faster output, higher durability and improved robust scratch resistant) thanks to the development of next-generation technologies, and a new model of Jet Press 750S, which is already well established due to its ultra-high quality, colour stability and performance.

As announced already on March 31st, in order to accelerate the creation of group-wide synergies and offer even greater value to the global printing industry, Fujifilm’s Graphic Systems Business Division and FUJIFILM Business Innovation’s Graphic Communication Services Business Group will be integrated into a new Graphic Communication Business Division as of July 1st this year.

In order to introduce both companies’ end-to-end solutions covering both conventional and digital printing\*1, a new Fujifilm web site will be launched on April 20th, the first day of the virtual.drupa event, <https://believinginprint.fujifilm.com>. The site will contain the latest information from Fujifilm relating to the company’s drive to contribute to the growth of the printing industry in both the commercial and package printing sectors.

\*1 End-to-end delivery of production printers based on FUJIFILM Business Innovation’s xerography technology, as well as Fujifilm’s Jet Press inkjet digital press, wide format inkjet printers and digital presses for the packaging market.

**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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