**22nd June 2021**

**Fujifilm to launch X-BAR powered by FUJIFILM Inkjet Technology, a modular inkjet imprinting system**

*Fujifilm’s new product provides reliability, productivity, and quality in line with conventional presses or finishing lines for direct mail and transaction printing*

Lebanon, N.H., 22nd June 2021 – FUJIFILM Corporation is pleased to announce the release of X-BAR, Powered by FUJIFILM Inkjet Technology. The drop-on-demand modular inkjet printing system is configured to apply variable data to direct mail, transactional print, and other commercial pre-print materials.

X-BAR supports a smooth transition to modern inkjet technology through compatibility with legacy systems. The X-BAR product line consists of moveable printbar modules that can be mounted to analog presses or finishing devices to print lanes of monochrome variable data such as text, barcodes, addresses, logos and graphics. The technology uses Fujifilm Dimatix Samba 1200 dpi print heads—delivering outstanding image quality in font sizes as small as 4 point and 1D barcodes as small as 6.7 mils. This silicone based micro-electromechanical system (Si-MEMS) technology has long life with trillions of actuations using sputtered PZT.

“Designed to improve printer up-time and reduce costs, X-BAR boasts quick startup which means less time wasted after press stoppage,” said Stephen Atherton, in charge of product Management and marketing for the FUJIFILM Integrated Inkjet Solutions business “Built with cost-efficiency in mind, X-BAR does not require regular refurbishment but rather only simple preventive maintenance.” These benefits result from a fully enclosed and continuously circulating ink supply in conjunction with a highly reliable silicon ink jetting mechanism. Enclosed ink in motion is unlikely to dry or collect on the printing mechanisms and is ready to jet at almost any time. The cumulative result of these features can provide up to 50% lower total cost of ownership.

X-BAR provides print speeds up-to 1,000 feet per minute (300 Meters per-minute). It is available in two print widths of 4” and 9” to integrate seamlessly into traditional commercial printing processes minimizing the need for extensive training and process changes. The system has a familiar means of operation, making the transition to X-BAR easy and non-disruptive.

“Print service providers require non-stop performance both when producing print and when adopting new equipment,” said Greg Balch, Vice President and General Manager in charge of FUJIFILM Integrated Inkjet Solutions business. “The vision behind our X-BAR is to support maximum productivity from the moment a technology change is considered through installation, commissioning, and it’s many years of print production.”

X-BAR is now available worldwide as a product of FUJIFILM Integrated Inkjet Solutions business.

The X-BAR was developed as a result of the technical collaboration between Fujifilm and Kao Collins, Inc., who together aim to provide commercial imprinting customers with a strong team of experienced technical support staff.

To learn more please visit:  [inkjet-integration.fujifilm.com](http://inkjet-integration.fujifilm.com/)

**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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