**23 November 2021**

**Fujifilm agrees new long-term plate supply contract with Reach Printing Services**

*The major UK newspaper and magazine printer cited Fujifilm’s processless plate technology as a major reason for their decision*

Fujifilm and Reach Printing Services have agreed a new five-year plate supply contract following a competitive tender process. The two companies had been working together for more than a decade, but as the old contract ended, Reach Printing Services wanted to test the market and invite other suppliers to pitch for the business.

With an eye on the future, Reach was particularly interested in the latest technologies plate suppliers were able to offer. Fujifilm has been developing processless plates for over 15 years, more recently within its Superia range, so its expertise and technology strength in this area was one of the major factors in winning the contract.

Reach also compared prospective suppliers on their environmental credentials, workflow systems and technological innovation, looking for a long-term partner to help them to drive technology forwards in the newspaper sector. In a challenging market, they wanted a partner offering exceptional value for money, high-quality products, guaranteed supply and reliable service and support.

“We’ve been delighted with Fujifilm’s service, and with the quality of their products over many years”, says Graham Poulett MD at Reach Printing Services. “But we needed them to prove that they were still the best partner to continue to help to drive our business forward. We invited a number of companies to pitch for our business for the next five-year period, and ultimately felt that Fujifilm had the most to offer us. There were a number of reasons for this, with Fujifilm’s record of technological innovation, particularly with regards to plate technology, probably the most important. Ours is a rapidly changing market sector and having a technology partner able to innovate with the pace of change is vital.”

Andy Kent, Divisional Manager, Fujifilm Graphic Systems UK adds: “Reach Printing Services is an iconic name in the industry. It’s been a privilege to work with them for a number of years now and we’re delighted that we’ve been able to prove ourselves as the ideal partner to move forward with them for the next five years.”

**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

**About Reach plc**

Reach plc is the largest commercial national and regional news publisher in the UK with a leading portfolio in Ireland. It creates engaging, differentiated content which is distributed through newspapers, magazines and digital platforms – playing a central role in our audiences’ daily lives. Its national and regional brands have a long heritage of being trusted sources of the latest news, information, sport and entertainment, offering a range of opportunities to connect brands with consumers.  With one of the biggest monthly multi-platform audiences in the UK and over 6 million registered customers, Reach’s national and regional news brands are prominent champions, campaigners and changemakers.

For more information visit [reachplc.com](https://eur02.safelinks.protection.outlook.com/?url=http%3A%2F%2Freachplc.com%2F&data=04%7C01%7Crharry%40adcomms.co.uk%7Ce2d3c041d1214356444708d9a8f6b9dd%7C4ed3e69fbff14a35b4253801f8045f3f%7C0%7C0%7C637726599910354410%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=RCgU9Kc6RXt%2BCMTcD512n%2FGlbl%2Bpwx%2BuIvVwv3%2FkPZA%3D&reserved=0).

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