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**Fujifilm’s Flenex plates add the finishing touches to stunning book jacket designs**

*CPI Books reflects on the multiple benefits to book jacket production since its adoption of Fujifilm’s Flenex water-washable flexo plates in 2019*

Spot varnish coatings are critical to completing eye-catching book jacket designs that stand out on the shelf and help to drive sales. Leading UK book printer CPI Books, based in Croydon, south London, was previously using thermal flexographic plates for this process, but concerns over print quality and excessive waste – including the use of solvents and wicking cloths – led them to investigate Fujifilm’s Flenex water-washable flexo plates as an alternative.

As a Jet Press customer, CPI Books already had a pre-existing relationship with Fujifilm and they made the decision to broaden this partnership much further, to include the supply of Flenex FW plates, following a period of consultation and a visit to the Fujifilm Advanced Print Technology Centre in Brussels.

CPI began to see the benefits of making the switch immediately. Graham Faulkner, Works Manager at CPI Books, says: "In early 2019 we took the decision to switch to Fujifilm's Flenex water-washable flexo plates for our spot varnish coating applications. It has to be said that since the switch we have seen numerous benefits over the previous thermal plate we used.

"We have seen a definite improvement in print quality with improved varnish transfer leading to a higher gloss finish on the final print. Additionally, we see much sharper edges to the printed image.

"Over time we have also seen that we incur less waste due to registration issues with improved press stability and excellent batch to batch plate consistency, something we had previously struggled with. Since adopting the Flenex plate, we have almost completely eradicated plate remakes, saving time and reducing associated waste polymer plates".

Fujifilm provides bespoke Flenex FW plates cut to size to match CPI’s precise on-press requirements and a large local stockholding in the UK ensures consistent and rapid supply.

Andy Kent, Divisional Manager, Fujifilm Graphic Systems UK adds: "It has been a pleasure working with Graham and his team at CPI Books on this project over the past few years. CPI Books prints for some of the world’s bestselling authors and publishing brands, including printing JK Rowling’s Harry Potter titles, and this partnership has benefited both parties. We’re very proud of the quality of the product and service we have provided, but at the same time, we’ve also learned a huge amount about this type of application, in a very demanding, high pressure production environment".

**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 fujifilm.com/uk/en/business/graphic, or youtube.com/FujifilmGSEurope or follow us on @FujifilmPrint.

**For further information contact:**

Daniel Porter

AD Communications

E: dporter@adcomms.co.uk

Tel: +44 (0)1372 464470