**25th May 2022**

**Fujifilm announces agreement with Color-Logic Inc to sell the world’s leading software solution for printed metallic effects**

*The agreement follows the certification of the new Fujifilm Revoria Press PC1120 for the printing of Color-Logic metallic colors and embellishments*

Fujifilm today announces an agreement with Color-Logic to sell its solution for producing metallic effects, using either digital toner or analogue printing processes. Whether using silver ink or toner on a white substrate, or printing with white ink or toner on a metallic substrate, the Color-Logic System™ is the world’s first colour communication system that takes into account the printing device, inks, press profile and coatings unique to the printer. At the same time, it also provides designers, brands, printers and convertors with an accurate colour communication and print embellishment system to work from.

Fujifilm’s Revoria Press PC1120 is fully certified to print using the Color-Logic system for metallic colors and embellishments, whether using silver ink with CMYK on paper; or white ink with CMYK on metallic stock.

Richard Ainge, Color-Logic CTO and a founder of the company said: "The color gamut and print quality off the press was excellent. Color-Logic is delighted to partner with Fujifilm to bring print embellishment to its clients."

Fujifilm will also be making the Color-Logic system available with other Fujifilm print and packaging technologies – both analogue and digital.

Manuel Schrutt, Head of Packaging, Fujifilm EMEA comments: “Fujifilm offset, flexo and digital technologies already enable customers to print a wide range of striking metallic effects – either through the use of metallic inks or by using white inks on metallic substrates. But with the Color-Logic System, customers can now also create a pre-defined palette of metallic colours that can be installed into Adobe design apps. They then have the ability to print these palettes as colour charts or swatch books, on their own press, to then give to their clients. This enables a 100% reliable colour communication system for metallics which runs from the design stage of the process through to the printing itself.

“We’re delighted to be working with the clear technology leader in this field and providing out customers with yet more flexibility and opportunity.”

**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 Communications Division**

FUJIFILM Graphic Communications Division 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](https://www.fujifilm.com/uk/en/business/graphic), or [youtube.com/FujifilmGSEurope](http://www.youtube.com/FujifilmGSEurope) or follow us on @FujifilmPrint.

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