**10th May 2022**

**Fujifilm announces a price increase for its aluminium offset printing plates**

Fujifilm announces today that it will be implementing a double digit percentage increase in the price of its aluminium offset printing plates, effective from 1st June 2022.

Over recent months, Fujifilm has been managing an increase in the cost of raw aluminium, together with significant increases in the costs associated with its logistics supply chain, other raw materials and of course of energy.

Fujifilm has been working tirelessly to manage and absorb these costs, with many changes made to working practices to improve operational efficiency and minimise the impact of these rising costs on its customers. However, despite these efforts and additional surcharges that have been passed onto customers, the continued supply of aluminium offset printing plates is not viable without further increases.

Therefore, from 1st June 2022, Fujifilm will be implementing a double digit percentage increase in the base price of its aluminium offset printing plates. Whilst this is a significant increase, it is Fujifilm’s belief that in order to continue to supply aluminium printing plates as a sustainable business, there is no other choice but to take this option.

Taku Ueno, Senior Vice President at Fujifilm Graphic Systems EMEA, says: “Globally, we continue to see an unprecedented rises in costs, particularly for logistics, energy and raw materials. Despite absorbing a lot of these costs, we have no choice but to increase the base price of our aluminium printing plates in order to be able to operate a sustainable business. We understand that passing these price increases onto our customers presents them with difficult challenges, but the business is simply unsustainable without the increases. We will continue to work with and support our customers through this challenging period.”

**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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