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For Immediate Release

The Barnhart Group Selects FUJIFILM CTP Solution and Processless Thermal Plates

VALHALLA, N.Y. (May 3, 2007) – Many print providers are expanding their companies by adding new capabilities to their list of services, but not many can claim that they've added a modeling agency. The Barnhart Group in Canton, Ohio, however, can stake that claim.

After Brent Barnhart bought Barnhart Printing, a commercial offset printer, from his father and became a third-generation owner five years ago, he began expanding the commercial printer's value-added services to include advertising, marketing, writing services, commercial photography, publishing, a full-service bindery, direct-mail services, and yes, modeling.

"We were strictly a commercial printer when I bought the company," says CEO Barnhart who, at 37, has marketing expertise and a music background—he played in the Grand Ole' Opry for five years. "Every service we have complements the others. For instance, having a full service ad agency and commercial photography division demands we have models for the photographer and the customer. Additionally, my entertainment corporation is able to provide national movie stars and recording artists for product endorsements to our clients. Donna Douglas who played "Elly May" on the Beverly Hillbillies has been a client of ours for almost 20 years now. She appears regularly at our print and publishing office in Canton."

Today, Barnhart Printing is one of four divisions that comprise The Barnhart Group and makes up about 50 percent of the company. "Everything is about the printing," says Barnhart, whose grandfather, Charles, started the company in 1925. "Nearly everything the company does gets printed. This year we're up 60 percent in net profits from where we were at this time last year."

Although the company has made many progressive moves in expanding to offer value-added services to its clients, it took a more conservative route with its production equipment. It waited until last fall when its imagesetter died to introduce computer-to-plate (CTP) to its operations. The company had implemented a new workflow a few years ago but didn't look into a CTP solution earlier because it has been working with some clients for years and maintains artwork that goes back as far as the 1930s. One client, a paint company, for example, was looking for an old paint can label and the printer managed to retrieve the film. "We have a lot of very old accounts with a lot of very old standing film and art, so we basically did not see an advantage to switch them over," explains Barnhart. "The conversion of the art is a lot of work."

When Barnhart Printing added a CTP solution in November 2006, it installed FUJIFILM's thermal Dart 4-up 4300S platesetter and FUJIFILM's Brillia HD processless thermal plates. The platesetter outputs plates to 21 plates an hour, offers six-resolution levels from 1200 to 4000dpi, and supports a maximum plate size of about 33x26 inches. It also supports two-page presses with a minimum plate size of just larger than 12x14 inches. In Barnhart's workflow, the plates run on its three 25.5-inch sheetfed offset presses.

For processless capability, FUJIFILM's Brillia HD processless thermal plates handle run lengths to 100,000 impressions.

After looking at different systems, John Waechter, president, says the company selected the Brillia HD processless thermal plates to eliminate the costs of the chemicals and disposing of the chemicals.

"I liked the idea of getting rid of all our film and plate processors—processors were always problematic," explains Waechter. "With this system, the plate is imaged and moves right out to the press room and it's developed on the press. I had some serious reservations until I saw it, and it works really well. It's a much easier system, the press guys have no problem with it, and there's less maintenance."

"DTP (direct-to-plate) has been great," adds Barnhart. "Not having any developer on the floor has been great. That's worked out phenomenally. We've had no contamination problems on the press at all."

The CTP workflow eliminated the time and cost of film, reduced labor and enabled Barnhart to quickly respond when customers request changes. The new system also handles Barnhart's wide variety of projects. The printer produces jobs including direct mail postcards, specialty glued direct mail pieces, header cards for a national pet store, cut and stack labels for a multitude of paint and varnish manufactures, pocket folders and a multitude of soft and hardbound books and magazines. "We'll do runs of 500 press sheets up to 100,000 48-page magazines," explains Barnhart. "We publish *Styles* magazines six times a year, we publish *Today* magazine and we produce labeling for such giants as the T. Marzetti Company.

"We do a lot of short runs," he continues. "It was a big concern of ours going into [CTP]. We could easily do five or six four-color jobs on one press in a day. We also go the other gamut: we run 100,000 magazines on those same presses. The same press could be running the same job for a week. A FUJIFILM plate might be getting 100,000 impressions or that plate might only get 2,000 impressions. It goes from one end to the other. We were concerned with contamination from the on-press developing. However, we have had absolutely no problems."

Even though the company is using 25.5-inch sheetfed presses, it competes with web printers. "We run a lot of web products on those presses," explains Barnhart. "We'll take a catalog and run 100,000 48-page catalogs, for instance, a monthly run for us. Why? We carry little to no debt. We feel the quality is outstanding with the FUJIFILM technology and the Heidelberg presses. Everything is 200 linescreen, with tight register and lots of solids and gradients. The

way our presses and bindery are configured, we can put in a competitive quote on a web product and, because we are sheetfed, deliver a better product. We don't do web printing, but we are competing with web printers because we're so efficient."

The company stays competitive by offering its customers quality print and value-added services that facilitate the production of printed projects. "We're very resourceful," says Barnhart. "I think you have to be in today's world."

About FUJIFILM Graphic Systems U.S.A., Inc.

FUJIFILM Graphic Systems U.S.A., Inc. is the nation's largest distributor of equipment, consumables and technical services for the graphic communications industry. FUJIFILM provides its customers with products and technologies from best-in-class manufacturers as well as a nationwide network of technical service and support and is fully committed to its customers, which range from commercial printers, color separators, service bureaus and graphic design/art studios to newspapers, publishers and advertising agencies.

Whether it's information on emerging technologies or reliable delivery of supplies, customers know they can rely on FUJIFILM – the industry's source for technology, solutions and support. For more information, please visit www.fujifilmgs.com.

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