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Fujifilm Brillia HD Processless Thermal Plates Giving Users a Competitive Edge

VALHALLA, N.Y. (Sept. 9, 2007) – With an increased interest in protecting the planet – while also keeping an eye on the bottom line – more printers are turning to Fujifilm’s Brillia HD processless thermal plate to get the job done.

As the industry’s only truly processless plate, Fujifilm’s Brillia HD processless thermal plate also boasts the smallest environmental footprint.

“Everybody wants to be green – including our customers – so we point out that no chemistry is involved and they like that,” says Dave Hollingsworth, co-owner and prepress supervisor at Integrity Printing in Des Moines, Iowa. “The plates print as well as traditional plates, yet they have no chemistry.”

Tony Mraz, production manager at The Digital Hub in Chicago, agrees. Fujifilm’s Brillia HD processless thermal plates were chosen and put online in September 2006 because of faster imaging speeds and a better price. “The Brillia HD processless plates image at the full speed of our platesetter,” explained Mraz, “and are twice as fast as the product we were using before.”

Fujifilm’s Brillia HD processless thermal plate requires an imaging power very close to Fujifilm’s existing, market-leading thermal processed plate at 120mJ/cm², resulting in the same plate production speeds. And, because it will support run lengths of up to 100,000 impressions, the plate will easily meet the demands of most commercial printers.

The Brillia HD processless thermal plates can be handled under daylight conditions and, thanks to the new functional undercoating technology, requires no additional equipment for true processless capability. There is no effluent to dispose of and there are no additional consumables to contend with, which is a tremendous advantage for any printer.

After looking at different systems, John Waechter, president of Barnhart Printing in Nashville, Tenn., says his company selected the Brillia HD processless thermal plates to eliminate the costs of the chemicals and the requirements of disposing of them.

"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."

Fujifilm's Brillia HD processless thermal plate is compatible with most thermal (830nm) platesetters and is approved for 1% - 99% at 200 lpi conventional or 300 lpi for hybrid and FM screenings. It's a non-ablative plate that carries a latent image with distinct contrast, allowing for visual inspection after imaging.

When used on press, the unique new *MultiGrain* plate quickly carries ink and fountain solution, and is in full production within a similar number of waste sheets, compared with conventional PS or CTP plates. The new *MultiGrain* technology also contributed the same ink and water balance as Fujifilm's existing CTP plates.

"DTP (direct-to-plate) has been great," adds Brent Barnhart, owner of Barnhart Printing. "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 plates are the result of Fujifilm's dedication to research and development efforts aimed at removing the processing stage of CTP production, while maintaining the quality and performance of the plates themselves. Fujifilm has accomplished this, thanks to the new high definition (HD) plate emulsion technology.

As part of the Brillia HD family of plates, Fujifilm is also developing the Brillia HD chemical free violet plate. The Brillia HD chemical free violet plate is a violet photopolymer, non-ablative CTP plate concept being exhibited at Graph Expo 2007. It exhibits many of the qualities found in Fujifilm's existing LP-NV plate, including the ability to print with aggressive UV inks and solvents without baking, long run lengths and yellow safe light handling.

Fujifilm will be running the Brillia HD processless thermal plates live throughout Graph Expo 2007. For more information, please visit Fujifilm at Booth #4406 at Graph Expo 2007 or visit them on the web www.fujifilmgs.com.

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