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**Graph Expo 2007 – Booth #4406**

## **Fujifilm Introduces New Thermal Plate** *New LH-PL Plate Engineered for Longer Runs*

**VALHALLA, N.Y. (Sept. 9, 2007)** – FUJIFILM Graphic Systems U.S.A., Inc. announced today an addition to the company's family of thermal printing plates. The Fujifilm Brillia LH-PL thermal plate, which is designed specifically for longer runs, is being released in controlled sales.

"The LH-PL plate is an addition to our extensive line of thermal plates and is designed for printers who need plate that can support longer runs than our current Brillia LH-PJ thermal plate," explains Jim Crawford, Fujifilm's group manager for consumables.

The LH-PL plate can be processed through the same processor as Fujifilm's LH-PJ plate, giving users the same Fujifilm quality and reliability no matter what the run length. The longer LH-PL plate is capable of runs up to 500,000.

Like Fujifilm's Brillia LH-PJ, the LH-PL plate employs a double-coated photosensitive layer which delivers enhanced durability compared to other CTP plates. The double-coated photosensitive layer also provides outstanding resistance to scratches, facilitating ease of handling in the pressroom.

The enhanced MultiGrain surface structure of Brillia LH-PL achieves new advancements in print ease, including exceptional water latitude. Minimal surface shine during printing makes it easier to determine the state of the water.

For more information on Fujifilm's Brillia LH-PL thermal plate, please visit Fujifilm at Booth #4406 during Graph Expo 2007 or visit them on the web [www.fujifilmgs.com](http://www.fujifilmgs.com).

### **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](http://www.fujifilmgs.com).

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