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For Immediate Release

WorkflowOne Makes the Jump to CTP with Fujifilm

Fujifilm LH-PJ Thermal Plates Bring Better Dots, Incredible Images

VALHALLA, N.Y. (March 15, 2007) – The next time you open up your statement for your cellular phone, take notice. It was likely printed by WorkflowOne and possibly with a thermal computer-to-plate (CTP) solution from FUJIFILM Graphic Systems U.S.A., Inc. While the company doesn't have much control over the "total amount due," they do ensure that the stationery for the statements is printed properly.

The nation's largest and fastest growing provider of print and promotional products, WorkflowOne prints a wide array of business documents, including forms, checks, labels and sales collateral. WorkflowOne recently worked closely with Fujifilm to make the jump from film to CTP at its Emigsville, Penn. location.

"The whole decision to move to the next technology was made because it was becoming evident that film wasn't going to be around as long as everyone anticipated and we realized that we can benefit from the speed that a computer-to-plate device can provide," explains Robert Gatz, plant manager for WorkflowOne in Emigsville, Penn. "Our new solution is so much more accurate and we're seeing far better results than what we were able to do with film."

Working with Fujifilm's prepress experts, WorkflowOne selected and installed a fully automated Screen PlateRite 8600 along with Fujifilm's LH-PJ thermal plates. Gatz says that they're not totally done with film and estimated that they're still doing about 40 percent of their jobs that way. "We're gradually migrating more and more jobs away from film and should be all CTP soon," he adds.

"We've noticed much better dot-on-dot registration at press and a lot better quality in our images in the pressroom," he says. "There's no halo effect that you typically get with film and our plates are exposed at a more even rate."

Gatz has also been happy with the performance of the LH-PJ plates, which are Fujifilm's thermal, medium-run plates. They're imaged with an 830nm IR laser and don't require a pre- or post-bake. Thanks to improved scuff resistance and new MG-MultiGrain technology, users are able to achieve a better ink and water balance.

"The cost of these plates is significantly less per square foot, so there's a 'break even' effect when we do have to make an extra set of back-up plates," Gatz explains.

WorkflowOne's Emigsville facility is a 24/7 shop, with a prepress department that runs 24 hours a day, five days a week, and they frequently make a back-up set of plates as a "just in case" measure, says Gatz, so the cost savings is definitely noticeable.

The Emigsville plant was the first WorkflowOne location to make the switch to CTP and Gatz says he is very pleased with the new solution. "We wanted to be sure before making the change because we play an important role in our customers' businesses and we had to be sure we were able to continue to deliver the quality and service they expect," he says.

About Fujifilm

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.

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