

FUJIFILM Graphic Systems USA, Inc.
200 Summit Lake Drive
Valhalla, NY 10595
www.fujifilmgs.com

Contact: Kristi Mendez, KMPR
630.859.7401
kristi@kmpr.com

Graph Expo 2006 – Booth #4205

Fujifilm Brillia HD Processless Thermal Plates Giving Users a Competitive Edge

VALHALLA, N.Y. (Oct. 15, 2006) – Last year, Fujifilm introduced the industry’s only true processless thermal plate – the Brillia HD processless thermal plate. This year, users of the plate are reporting not only incredible results, but also immediate differences to their business’ bottom line.

“We’re now able to get the plates done for much less and can bid much lower in terms of prepress costs,” reports John Harris, vice president of Target Information Management in Michigan. “Now we’re able to compete for – and win – jobs that we wouldn’t have been able to previously.”

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.

Harris says he was impressed with the easily visible image on the burned plate, which allows press operators to identify plates without having to take time to label them. It also allows them to spot any errors before going on press. “Being able to see the image is a tremendous advantage,” he says. “On a recent job, we were able to spot a mistake on the cyan plate of a

particular job and were able to correct it right away. It saved us three additional plates and a lot of time.”

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.

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.

Harris agrees and says he’s impressed with both the quality and the longevity of the plates. “In the six months we’ve been using them, we’ve been continually impressed with their performance. They give us run lengths in excess of 100,000 impressions and they work well on both our sheetfed and web presses,” he adds.

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. Harris says: “We didn’t want to be saddled with chemistry costs or disposal costs for the chemistry, and did not want the energy expense of conventional thermal plate processors with refrigerated and heated sections of chemicals.”

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. Slated for commercial availability in 2007, the Brillia HD chemical free violet plate is a violet photopolymer, non-ablative CTP plate concept being exhibited at Graph Expo 2006. 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 2006. For more information, please visit Fujifilm at Booth #4205 at Graph Expo 2006 or visit them on the web www.fujifilmgs.com.

#