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Graph Expo 2006 – Booth #4205

Industry Says ‘Hello’ to a Familiar Face

Enovation Graphic Systems Undergoes Fujifilm Name Change

VALHALLA, N.Y. (Oct. 15, 2006) – As this year’s Graph Expo kicks off, the graphic arts industry will be saying “hello” to a familiar face – the new face of Fujifilm. As part of a worldwide change for Fujifilm entities, Enovation Graphic Systems, Inc. is now FUJIFILM Graphic Systems USA, Inc.

On Oct. 1st, Japanese parent company Fuji Photo Film Co., Ltd. took on a new holding company structure, launched FUJIFILM Holdings Corporation and renamed several of its entities around the globe, including Enovation.

“This change indicates an evolution in our industry and in our customers’ needs,” said Tim Combs, senior vice president, sales and marketing, of FUJIFILM Graphic Systems USA, Inc. “It reflects their desire for knowledge, expertise, support and best-in-class offerings. Coupled with the strategic partnerships we’ve formed here in the United States, the brand new identity will be a strong foundation on which to grow.”

FUJIFILM Graphic Systems USA, Inc. will continue to represent and distribute products from its industry partners, all with the promise of expertise, stability, innovation and world-class quality that the Fujifilm brand carries with it.

As part of the new brand identity, FUJIFILM Corporation also unveiled a new corporate logo. The original form of the existing logo served Fujifilm for 26 years, during which time the company has significantly expanded its business domain by adding a diverse range of advanced technologies. With a sharp accent design in the center of the logo, Fujifilm aims to express its commitment to advanced technologies; the dash of red expresses its determination for continuous innovation.

The industry will have an opportunity to see visit their “old friend” and see the new face of Fujifilm at Booth # 4205. FUJIFILM Graphic Systems USA, Inc. is unveiling its new look with an entirely new exhibit booth, where it will continue to highlight and debut Fujifilm products and services as well as those from its industry partners.

“As FUJIFILM Graphic Systems USA, Inc., we remain committed to not only creating the best solutions for our customers, but also to the Fujifilm philosophy of creating an imaging and information culture while constantly striving to develop superior technologies, products and services,” added Combs.

For more information on the full portfolio of products or to see a live demonstrations of the latest offerings in proofing, CTP, digital printing and wide format, please visit FUJIFILM Graphic Systems USA, Inc. at Booth #4205 throughout Graph Expo 2006 or visit them on the web at www.fujifilmgs.com.

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