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**For Immediate Release**

## **Roll On! FUJIFILM and GFI Continue to Cross the Nation with ‘Spot Color’ Bus Tour** *Printers Urged to Schedule a Stop*

**VALHALLA, N.Y. (January 22, 2009)** – FUJIFILM Graphic Systems U.S.A., Inc. and GFI Innovations, Inc. continue to crisscross the country as they take their “Spot Colors at Your Fingertips” Bus Tour directly to printers and demonstrate GFI’s unique Mx6 Ink Formulation Dispenser.

The tour, which kicked off last September, has visited more than 200 printers throughout the country and several hundred more are planned. The “Spot Color at Your Fingertips” tour illustrates to printers how they can save up to 40 percent on spot color ink costs and successfully create their own PANTONE™ PMS colors in-house. The bus tour includes two busses – one touring east of the Mississippi River and one touring west – and comes directly to the printer’s location, meaning printers simply have to step outside their door to speak to one of Fujifilm’s pressroom specialists and get a live demonstration of the Mx Series dispenser, mixer and new MxP-1 Proofer.

“This tour has been extremely successful in helping us introduce these products and in demonstrating just how much of an impact these systems have on an operation’s bottom line,” explained Mike Borne, Fujifilm’s vice president of pressroom sales. “We’re expecting a busy schedule in 2009 and are encouraging printers to book a stop now.”

The Mx6 ink formulation dispensers offer extremely accurate blending of standard and custom colors – for batches from ¼ lb. to 40 lbs. – and easy repeatability from batch to batch. They have 18 dispensing stations and have a wide variety of options, including a bar code reader, connectivity to a spectrophotometer and an easy transition from one family of bases to another. The system is compatible with conventional sheetfed inks (both coatable and non-coatable) as well as with UV, hybrid, forms and web inks that have suitable colorant databases.

“We’ve installed more than 150 systems, and 90% of those customers saw a live demo at one time or another,” added John Borkovec, GFI’s director of sales and marketing. “Simply put, there isn’t a better way for us to show how our equipment can help save printers money than by bringing it right to them. We did a similar traveling demo when we first introduced the technology, however, it didn’t come close to the quality of this tour with Fujifilm. The relationship has been great between our companies. We’re excited about continuing again in 2009.”

“With this system, printers only make the amount of ink they need. No more buying 10 pounds when they really only need 6 pounds,” Borne said. “They can reduce waste, eliminate the need to store leftover inks and can re-use existing spot colors that are taking up space on their shelves. By using existing shelf inventory as “filler” to make new colors, most printers can justify the purchase in under a year.”

For more information on the “Spot Color at Your Fingertips” Bus Tour or to schedule a live demo, please visit [www.fujifilmgs.com](http://www.fujifilmgs.com).

**About GFI Innovations, Inc.**

GFI Innovations leads the industry in ink Formulation Dispensing, including its patented Mx Series technologies. The company offers a range of dispensing systems and accessories for paste inks, along with advanced software for ink formulation and inventory management.

**About FUJIFILM Graphic Systems U.S.A., Inc.**

As the nation’s largest distributor of equipment, consumables and technical services for the graphic communications industry, FUJIFILM Graphic Systems U.S.A., Inc. has assembled best-in-class solutions – including products and technical support – to deliver exactly what our customers need to stay *in control* and *ahead* of their competition.

We deliver solutions for workflow, process control, remote monitoring, color standardization, pressroom products, CTP, proofing, digital printing, wide format and more. Only Fujifilm can bring an integrated approach to your technology, hardware and software. Only Fujifilm can put you *in control*. For more information, please visit [www.fujifilmgs.com](http://www.fujifilmgs.com).

**About FUJIFILM**

FUJIFILM Corporation brings continuous innovation and leading-edge products to a broad spectrum of imaging industries including medical, life sciences, consumer electronic, chemical, graphic arts, information systems, photography and office products based on its vast portfolio of digital, optical, fine chemical and thin film coating technologies. It was ranked number 15 for U.S. patents granted in 2006, employs more than 75,000 people worldwide and in the year ended March 31, 2008, had global revenues of \$24.48 billion. Fujifilm ADRs (American Depository Receipts) are traded in the U.S. on the NASDAQ exchange (NASDAQ:FUJI). For more information, please visit [www.fujifilmholdings.com](http://www.fujifilmholdings.com).