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PRINT 09 – Booth #6919

FUJIFILM Pressroom Solutions on Display at PRINT 09

VALHALLA, N.Y. (Sept. 11, 2009) – Printers are striving to become more efficient and more sustainable and the pressroom presents some significant opportunities to accomplish both. FUJIFILM Graphic Systems U.S.A., Inc. has integrated various equipment products into the pressroom portfolio, creating incredible advancements in cost savings and sustainability. The solutions, including the Mx6 ink dispenser from GFI Innovations, Maratek's Solvent Recovery System and Master Flo Technology's IF4UV fountain solution filtration filter, will be on display during PRINT 09, being held Sept. 11-16, 2009 at McCormick Place Convention Center in Chicago.

GFI Innovations' Mx6 ink dispenser is an in-house unit that accurately dispenses Pantone® ink in minutes, rather than hours, in the precise amount needed, cutting spot color ink costs by up to 40 percent; eliminating shelf inventory, using cost effective base materials, making only the ink necessary for a job and reducing lost press time. The dispensing units offer the flexibility of either 10 or 18 dispensing stations and a wide variety of options including a bar code reader, connectivity to a spectrophotometer and easy transitioning from one family of bases to another.

Accuracy is key to consistent Pantone® ink blending and these systems, regardless of their batch size, offer unparalleled repeatability from batch to batch. The ink blender works with any type of offset ink. The optional spectrophotometer interface allows you to read pre-printed materials, enter color standards and even compensate for substrate color and dryback, allowing printers to fine tune a color pallet across multiple substrates.

Fujifilm will also showcase the Maratek Solvent Recovery Systems (SRS), which safely distill solvents in a vacuum environment at low temperatures (well below hydrocarbon breakdown temperatures), allowing solvents to be reused. As petrochemical prices rise and there is heightened awareness of environmental issues, printers are under added pressure to reduce solvent usage and the associated VOCs.

The Maratek SRS units are rated at 20, 50, 75, 100 and 300 gallon per day capabilities. Solvent recycling allows printers to save up to 70 percent on their annual purchases, virtually eliminate waste disposal charges and potentially lower their reportable VOC levels.

Master Flo Technology's IF4UV is a fountain solution filtration filter that extends the life of fountain solution two to four times before disposal is required. The IF4UV is a twin-filter system with UV antimicrobial purification. The IF4UV is showcased with the equipment from Maratek and GFI during the show; equipment that allows a printer to do more with less.

Additionally, FUJIFILM Graphic Systems U.S.A., Inc. is the primary distributor for pressroom chemicals from FUJIFILM Hunt Chemical USA – the industry leader in fountain solution, silicones and specialty chemicals. Fuji Hunt's portfolio of products is ever-changing to meet the needs and demands of both sheetfed and web printers – from VOC-free Ecolity 300 web fountain solution to the new Five Star General Pressroom Cleaner.

Each of these technologies allows printers to reduce their expenses and their overall carbon footprint. In an era when print buyers are seeking out printers with sound "green" policies, the Mx6 ink dispenser, the SRS, the IF4UV and Ecolity 300 provide proof points for claims of sustainability.

For more information about Fujifilm's pressroom solutions, please visit FUJIFILM at Booth #6919 during PRINT 09 or online at www.fujifilmgs.com.

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.

About FUJIFILM

FUJIFILM Corporation (NASDAQ:FUJI) brings continuous innovation and leading-edge products to a broad spectrum of industries, including electronic imaging, photofinishing equipment, medical systems, life sciences, graphic arts, flat panel display materials, and office products, based on a vast portfolio of digital, optical, fine chemical and thin film coating technologies. The company was among the top 15 companies around the world granted U.S. patents in 2008, employs more than 70,000 people worldwide and in the year ended March 31, 2009, had global revenues of \$24 billion. Fujifilm is committed to environmental stewardship and good corporate citizenship. For more information, please visit www.fujifilmholdings.com.

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