

PRINT!

WINTER 2020

Driving excellence in print

Print in the time of Corona

We look at some of the positives in the print industry during the pandemic



Printed on the Jet Press 750S

01-05 Wide Format

Acuity LED 1600 II brings life back to German Bundesliga

Fokina future-proofs business with Acuity Ultra

Fujifilm supports FD Signs to provide TFL with social distancing graphics

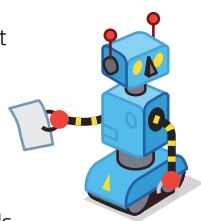
**06-09 Metal Decoration**

STA turns to inkjet for metal decoration

Tinmasters and Fujifilm shape future of metal decoration

**10-11 Flexo**

Fujifilm and Edale join forces to present flexographic equipment

**12-15 Workflow**

John Davies on combining automation with the human touch

Latvia-based PGM reaps rewards with XMF Remote

16-17 Opinion

The important role of books in the time of Covid

18-27 B2 Inkjet

Truyol pushes boundaries with Jet Press 750S

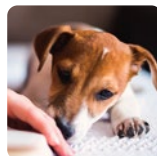
SoulKind: tales of human endeavour, exploration and resilience

Eppl anti-microbial coating tested on Jet Press 750S

Introducing The Real Production Show

28-29 Fujifilm during Covid

Andy Ross explains how Fujifilm has been helping in the fight against Covid-19



As the fireworks went off just after midnight on January 1st 2020, we couldn't have predicted the arrival of a pandemic that would sweep the globe and bring almost everything to a standstill. Throughout the year, it's been difficult to predict when things would return to normal – so, in restoring some familiarity, we're delighted to be bringing PRINT! back to you this winter. We've packed in some feelgood stories for you in this edition to show you where print has excelled this year.

We'll be hearing from one of Spain's biggest print businesses, Truyol, as they looked to Fujifilm's Jet Press 750S to help drive forward their high quality print offering throughout the lockdown. We also recap on virtual events and the launch of an anti-viral coating from Eppl Druckfarben – compatible with the Jet Press.

In wide format, we hear from FD Signs and their incredible efforts to print 100,000 social distancing floor graphics for the London transport network using the Acuity LED 1600. Elsewhere, one of Germany's biggest large format photo printers, Fokina GmbH, reflects on the Acuity Ultra's speed and versatility, and there are also exciting developments in metal decoration with the Acuity B1 – as the UK's largest specialist metal printing firm, Tinmasters, and Italian metal decorator, STA, both give their verdict on its impressive printing capabilities.

Elsewhere in this issue, we hear about Fujifilm's partnership with leading flexo press equipment manufacturer, Edale, and how XMF Remote helped Latvian print firm, Poligrāfijas grupa Mūkusalā, through the lockdown period. We also take an extended look at XMF and how, in combination with staff, it can be used most effectively. We'll also analyse the significant increase in book sales during lockdown and how some of our customers have fared.

It's good to be back.



A totally different ball game

In spring 2020, the pandemic brought a temporary halt to all professional football across Europe, including the German Bundesliga. The season resumed after several weeks, but with one key ingredient missing – the fans.

With all crowds prohibited from football grounds, players and managers remarked at the bizarre feeling of playing football in empty stadiums – fortunately for one team, their supporters had a novel idea.

The Borussia Moenchengladbach supporters club came up with the idea of installing fan 'doubles' in the stands to give their team a sense of support during home matches, and they turned to Copy Service, a digital printing company with a proud 25-year history to make it happen.

Copy Service produces a variety of products, including posters, business cards and brochures, as well as offering a textile printing service. Like many other printers across the globe, they were impacted heavily by Covid-19. With workflow and typical print orders reducing, the chance to print thousands of a whole new product was a welcome boost.

Owner, Antje Jindrich, offered to produce fan doubles for €19 each. These were printed with UV inks, onto

Forex – a rigid PVC substrate – using Fujifilm's Acuity LED 1600 II. Fans sent in portraits of themselves to Copy Service and also advised where they wanted their 'double' to be in the stadium. Somewhat unsurprisingly, most decided on placing them in their usual seats.

As word cottoned on, the demand for this service grew. In the end, almost 19,000 'doubles' for Borussia Moenchengladbach's stadium were produced by Copy Service, in tandem with another company. News of this idea spread across Europe, with other professional teams from various countries deciding to do the exact same thing, restoring a sense of colour and familiarity to the matches.

At a time where several longtime customers had to cancel orders and suspend their own business, Copy Service found a unique way to support itself through the Covid-19 crisis. They are one of many companies who had to adapt throughout the pandemic, not only to

protect themselves, but to help restore some familiarity in a much-changed world.



Copy Service

Location: Moenchengladbach, Germany

Products: Acuity LED 1600 II

Type of work: Print service provider for wide format, commercial printing and textiles

For more information visit:
www.acuityLED1600.com

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Fujifilm welcomes readers' comments and suggestions. Please contact us by email, ensuring that all communications are clearly marked 'PRINT!'.

FUJIFILM

Fokina future-proofs its business

02

WIDE FORMAT

"The Acuity Ultra fits in perfectly with our other print equipment here, and has become the heartbeat of our business."

Sven Breiter, CEO, Fokina GmbH

Saskia Friederich and
Sven Breiter, CEOs,
Fokina GmbH

The German company highlights the Acuity Ultra's speed and versatility as being essential to operations, while providing a future-proof solution for the ever-changing market.

One of Germany's leading providers of large format photographic printing, as well as screen, digital and textile printing, Fokina GmbH is a full service provider for a range of sectors, including point of sale, retail, public facilities and exhibition stands. Based in the town of Eppingen, just north of Stuttgart, the company has a proud history dating back more than 30 years. Over this time, Fokina has built up a diverse portfolio of print and production machinery to produce the high quality products it is renowned for. And one installation in particular is helping to drive quality standards even higher – Fujifilm's superwide 5m Acuity Ultra, which was installed in March 2020.

"Our investments in high-tech machinery, qualified employees and intelligent management systems are paramount to our success as a business," says Sven Breiter, CEO of Fokina. "Companies from all over Germany, the EU and around the world are supplied with our products, so being highly efficient and putting the customer at the top of our priorities is our motto."

Fokina's high quality banners, textiles and wallpapers are some of the company's most popular products. When management noticed demand increasing in 2019, they knew that adding more printing equipment would be necessary to meet these requirements. It was then that they were introduced to Fujifilm's Acuity Ultra, and they never looked back. "We first noticed the Acuity Ultra at a trade fair in 2019," says Saskia Friederich, also a CEO at Fokina. "We were immediately impressed by the print quality and the speed, so we kept in contact with Fujifilm after the event, visiting their Advanced Print Technology Centre in Brussels where we saw the

Acuity Ultra first hand. Witnessing its print quality for ourselves reaffirmed our initial view that it was the right machine to add to our already impressive production portfolio."

For Sven, Saskia and their staff, the Acuity Ultra is fitting in very well at Fokina. "The team working with the Acuity Ultra are very impressed by the quality it produces as well as its high speed," says Sven. "It's also incredibly versatile, ink consumption is low and its 5m width has provided us with new business opportunities that we would otherwise not have been able to secure. The combination of the high quality and productivity that it offers is exceptional."

"We are a family-run business always looking to future-proof ourselves. The print market is highly competitive, and at Fokina we always want to provide the best products at the fairest prices; the Acuity Ultra allows us to do that. It fits in perfectly with our other print equipment here, and has become the heartbeat of our business."

Sven also has high praise for the Fujifilm team: "The sales and support staff at Fujifilm have been excellent from day one. We've always felt in good hands, which is essential when you're purchasing new equipment. The Acuity Ultra was our first ever purchase from Fujifilm, and we envisage it won't be the last."

For more information visit:
www.acuityultra.com

Fokina GmbH

Location: Eppingen, Germany

Products: Acuity Ultra

Type of work: Full service provider for a range of sectors, including point of sale, retail, public facilities and exhibition stands.

03

WIDE FORMAT

Signs for the times

West London signage company FD Signs successfully delivered nearly 100,000 social distancing floor graphics for use across the London transport network



"We do jobs for TFL [Transport for London] fairly regularly," says FD Signs founder and director Fintan Delaney. "But we've never done anything for them on this scale. We were delighted to get the opportunity and all of our suppliers really stepped up to make sure we had everything we needed to finish the job."

The Acuity LED 1600 was used alongside another roll-to-roll machine to produce the work, which was printed to Polar Grip vinyl supplied by Drytac. "As our ink and media requirements went up exponentially during this job we were really impressed that, despite the logistical challenges posed by the coronavirus lockdown, our suppliers managed to get what we needed to us. Our distributor, CSL Digital, was reliable as always, and Fujifilm also stepped in to send ink to us directly when our requirements exceeded what CSL was able to supply within the very tight timeframe we were working to."

FD Signs' five permanent staff normally work a nine-to-five, five-day week. This job turned that on its head. "We were all working 18-hour days for ten days straight," says Delaney. "And we had a guy coming in at three o'clock in the morning to change the rolls on the printers every night - so they could keep printing right through. I even celebrated my 50th birthday on the job!"

By 20th April, the FD Signs team had delivered 6,000 graphics a day, for 10 consecutive days, to 30 different installation teams around the capital who installed them in London Underground stations during overnight closures. On top of this, similar graphics were created over the same time period for other parts of the London transport network, including the Croydon Tramlink and Network Rail.

Though FD Signs have had their hybrid Acuity LED 1600 for nearly two years, this was the first time they had used its roll-to-roll function, and Delaney was suitably impressed: "We bought the Acuity for printing to rigid board primarily,

as we have a separate, dedicated roll-to-roll machine," he explains. "We've been very impressed with its quality and reliability (we've never had a customer complaint about an Acuity-printed sign) but this was the first time we'd used its roll-to-roll function for a big job."

"It is a little slower than our other machine - but the quality is noticeably better, the ink is more durable and it is also very well-built and reliable. We were working it extremely hard - 24 hours a day - for ten days straight, and we had no problems with it whatsoever. We'll certainly be using the roll-to-roll function much more in the future. I would even be tempted, with hindsight, to have bought this machine alone and not have bothered with a dedicated roll-to-roll printer, given how well it handles both rigid and flexible substrates."

With the TFL job delivered, FD Signs is now working on other, similar jobs for major retailers and brands. "Clear signage to ensure people keep their distance from one another is going to be increasingly important as people slowly return to everyday life," says Delaney. "We're anticipating quite

a few jobs like this in the coming weeks and months and we've also been providing some of this sort of signage free of charge to small local businesses and to the NHS."

Andy Kent, Divisional Manager, Fujifilm Graphic Systems UK says: "The lockdown has posed enormous challenges for all of us, but we're proud of the service we continue to provide to our customers who are doing such important work. We're also delighted that FD Signs has had the opportunity to put the Acuity LED 1600's roll-to-roll function to the test, and we look forward to supporting the company in future projects."

"We were working the Acuity extremely hard - 24 hours a day - for ten days straight, and we had no problems with it whatsoever."

Fintan Delaney, founder & director, FD Signs

For more information visit:
www.acuityLED1600.com





"We concluded that it offered the best combination of quality, in-line architecture and automation to take our digital print production up a level."

Marco Trotto Gatta, Director, STA

A sparkling success story

STA's investment in an Acuity B1 is just the latest step on a pioneering journey into digital print for metal decoration.



STA s.r.l., based near Turin in northern Italy, is a metal decoration printing specialist and wholly owned subsidiary company of Emmeti s.r.l which is the exclusive supplier of ICAS Spa - the world's leading cap and wire manufacturer for sparkling wine and champagne bottles. The 1.4 billion caps and wire cages the company produces annually, and exports all around the world, represents approximately 70% of total global market share.

Until the founding of STA in the early 1990s, Emmeti had outsourced all printing work for its disc caps, but even as long ago as that, the market was beginning to demand more and more customisation and personalisation. Emmeti's lithographic print suppliers were unable to offer the levels of flexibility required by changing customer demands. The founding of STA as a lithographic metal decoration specialist was their answer.

30 years on, STA remains a

forward-thinking company. "We began experimenting with digital technologies ten years ago," says Director Marco Trotto Gatta. "There's a steady trend in the market for shorter runs and more customisation and personalisation - so we've been looking at the best ways to develop as a business in order to meet that demand for a long time. Our first digital press had some clear limitations: it was extremely slow, very dependent on manual processes, and the quality wasn't quite what we wanted. We were on the lookout for a high-quality digital press with offset-style and in-line architecture to make it easy to use.

"We already had a close working relationship with Fujifilm who were a plates and pre-press supplier to us. And it was through the technicians and sales people from Fujifilm Italy that we first heard about the Acuity B1.

"This was not a machine that had been designed specifically to print to metal - but we quickly

became convinced that it had that potential. After running some tests and seeing the machine in action at Fujifilm's facility in Broadstairs in the UK, and after comparing it with all the alternatives we could find, we concluded that it offered the best combination of quality, in-line architecture and automation to take our digital print production up a level.

"There were some teething problems, but we were able to offer advice from our own substantial industry experience and, working closely with Fujifilm technicians and with technicians from Inca Digital, the manufacturer, we've made excellent progress in adapting the press for high-quality, short-run metal decoration. Fujifilm has invested a lot of time into ensuring the machine does everything we need it to do. We're now printing between 100 and 120 sheets per hour on the Acuity B1 - more than 10 times what our previous digital press could

manage. This allows us to do short run jobs that would previously have had to be litho-printed, and importantly it has also allowed us to take on customised, high-value work. We're now able to deliver some jobs in a matter of days that would previously have taken us several weeks.

"For some of our smaller customers, who would previously have had to settle for single colour caps, it provides a huge opportunity to order custom designs. And for our bigger customers, where previously we had to charge them for a single, litho-printed sample, we can now cost-effectively produce multiple samples in varying designs and colours so that they can get a full appreciation of the possibilities.

"The fact that the system is automated and the feeder and the stacker are all in-line as well, means that our operator is freed up to perform other tasks while the machine is printing. It's also very straight-forward and uncomplicated to use. This is

important because unlike with offset print, where the level of quality you can achieve is very reliant on the level of skill of the operator, the Acuity B1 prints exceptionally high levels of quality at the press of a button. Furthermore, it doesn't have the downtime of our litho presses, where colour changes typically take 30 to 40 minutes per colour. This time can really add up too, as we only have one colour litho press.

"We've also seen significant improvements in the registration since installation - now reaching the very high standard we set ourselves of 0.1 mm.

"Finally - though the cap and cage market for sparkling wine and Champagne very much remains our core focus, our digital print capability means that we have also been commissioned by other manufacturers - including can makers - who are intrigued by the possibilities for high quality, customised short run work."

Kevin Jenner, Industrial

Business Manager at Fujifilm says: "Shortening print runs have been the reality in the graphics market for at least the last two decades. In metal decoration the trend is the same, it's just at an earlier stage. What the STA experience proves though, is that investing in digital technology is not about mere survival in a world of shortening run lengths, it's about opening up a world of creative and added-value possibilities. And for the few, true digital trailblazers - the potential rewards are significant."

For more information visit:
www.inkjetmetaldec.com

STA s.r.l.

Location: Turin, northern Italy
Products: Acuity B1, Plates
Type of work: Metal decoration



Shaping the future of metal decoration

Fujifilm's foray into metal decoration has been given a significant seal of approval as one of Europe's biggest independent metal packaging printers agrees to inkjet development partnership

As an inkjet technology pioneer, Fujifilm has agreed to an ongoing partnership with the UK's largest specialist metal packaging printing firm, Tinmasters. The agreement will see Tinmasters install a Fujifilm Acuity B1 UV inkjet printer at its premises in south Wales. The machine will be used for short run and customised commercial work and Fujifilm will retain access for customer demonstrations and ongoing development work.

"Run lengths are coming down across the industry," says Tinmasters CEO Richard O'Neill. "We've long known that investing in a digital solution to respond to this was going to have to happen at some point. We just haven't seen anything out there, as an off-the-shelf product, which does

everything that we would ideally want it to. We made a significant investment in 2018 in a highly automated litho press to try to meet the growing challenge posed by shorter run lengths – but the trend is accelerating and digital was going to have to start to play a significant role in our response to that at some point.

"It was the exceptional print quality and registration from the Acuity B1 that drew us initially to Fujifilm. However, the partnership angle of the agreement is crucial," O'Neill continues. "Inkjet is completely new to us, and what we're learning very quickly from Fujifilm is that it has the potential to be much more than simply a cost-effective way to print short runs. It also offers huge advantages

in achieving colour consistency across jobs and in experimenting with creative applications and special effects, such as using ink layering to get textured finishes – something only possible with UV inkjet technology. At the same time, Fujifilm is new to metal decoration, so given we've been printing on metal since 1909, there's a lot of expertise we can offer to help them to adapt their inkjet solution to better meet the needs of the industry.

"Ultimately, this partnership for us is about better serving the needs of our customers and we're confident that we'll immediately be able to present them with some innovative solutions to common problems and challenges. Already we can see value in the Acuity

B1 for very short run work of less than 500 sheets, and for sampling, customisation and special effects. In the longer term though, as we work with Fujifilm to increase the speed and improve the handling for metal, I think we could see digital used to take on work in the 500 to 5,000 sheet range. So this for us really is a long term commitment, it's not about the next year, or even the next few years, we're thinking about the next decade and beyond. We think inkjet is going to be a big part of the future of metal dec, and by getting in early we want to help to shape what that future looks like, and become a real technology leader in the industry."

Kevin Jenner, Industrial Business Manager at Fujifilm Speciality Ink Systems adds: "I think the transition from analogue to digital in metal dec is a couple of decades behind the graphics industry, where we've been developing and refining our inkjet technologies for 20 years. It's quite a homogenous market, with all of the major players producing very similar applications with similar kit so it represents a unique opportunity.

"At Fujifilm, we know a thing or two about transitioning from analogue technologies. We've done it ourselves in our own business and we've worked with countless printers in the graphics sector who have moved, in whole or in part, away from litho and screen technologies to embrace the potential of digital.

"Ultimately, this partnership for us is about better serving the needs of our customers and we're confident that we'll immediately be able to present them with some innovative solutions to common problems and challenges."

Richard O'Neill, CEO, Tinmasters

"Having said all of that, we recognise that we're comparative newcomers to the metal dec sector and, though in the Acuity B1 we have an inkjet machine with enormous potential, we still have a lot to learn. So who better to learn from than a metal printer with more than a century of experience and heritage to draw on? Together we want to fully exploit the technical capability of the current platform and, looking to the future, develop the machine into an even more exciting commercial proposition – increasing its speed, improving its handling ability and developing

inks that will comply with the most stringent international food safety standards.

"There is in the industry, we believe, a tremendous latent demand for the short run work, creativity and customisation that inkjet allows, but in many cases neither the canmakers nor designers know that those possibilities exist – so they're not asking for them. When they do start asking – and they will – we'll be ready, and together we look forward to shaping a future of possibilities even we haven't dreamt of yet."

Tinmasters

Location: South Wales, UK

Products: Acuity B1

Type of work: Metal packaging printing

For more information visit:
www.inkjetmetaldec.com



Fujifilm and Edale are using their combined expertise in ink and print technology to present high quality flexographic equipment for narrow and mid-web digital printing presses and converting machinery.

Flexo relationship strengthens

As part of its ongoing partnership, Fujifilm and Edale will be joining forces at Edale's newly built demo showroom at its Whiteley HQ in the UK. The new facility, which is planned for 2021, will play host to virtual demonstrations featuring the highly efficient combination of Edale's flexo presses and Fujifilm's Illumina LED UV curing system and inks.

For a number of years now Fujifilm and Edale have worked together to deliver highly productive, high quality printing solutions that enhance the print quality, reputation and profitability of its customers. Edale's expertise in web transport for single-pass inkjet has facilitated technology whereby customers can commercialise their innovations with the essential features and necessary standards demanded by the packaging industry.

In combination with Fujifilm's knowledge of inks and curing

systems, Edale has moved forward into LED curing in recent years – a highly efficient, powerful, yet environmentally sustainable printing method. The award-winning British manufacturer has huge confidence in Fujifilm's ink knowledge and sector expertise.

James Boughton, Managing Director at Edale says: "We have a close relationship with Fujifilm where they keep us abreast of the developments and latest products for the flexographic market. Edale has a number of Illumina systems and ink sets installed on both its conventional flexo presses and the hybrid flexo and inkjet presses – the latest being on our UK demonstration machine, FL3, late in 2019 – and we're delighted with how well received it has been.

"Our brand new demo showroom, due for completion in 2021, will see us embark on a new chapter with Fujifilm, in which our collective expertise will be available for all to

see via virtual demonstrations. We will be showing what our presses are capable of, while Fujifilm will explain the benefits of its leading ink and curing technologies.

"We're delighted to have the Illumina cold curing system and Flexo JJ inks presented on a range of flexo equipment in the showroom – we see LED as the here and now, not the future. It's a sustainable, powerful and versatile solution and, in combination with the speed and productivity of our printing machines, is the way forward for the industry. We look forward to generating new leads together with Fujifilm and maintaining what has been a highly beneficial partnership since its inception."

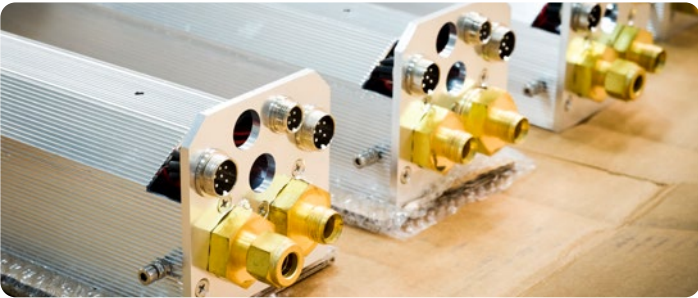
About Edale

Edale is a leading manufacturer and supplier of high technology for flexographic printing with 75 years' experience in the printing and

packaging industry. Its Hampshire-based headquarters is home to its 50-strong team, and a network of worldwide agents and distributors who deliver Edale's range of products.

About Illumina

Illumina is Fujifilm's low energy – cold cure, productivity boosting, environmentally sustainable LED UV curing lamp system. Powerful and long-lasting, Illumina can fit onto most UV flexo presses of any width. It works in combination with Fujifilm's Sericol JJ LED UV Flexo ink, which is designed to match the existing conventional JD UV Flexo range. The complete product range consists of the standard Pantone, CMYK and a range of premium quality white inks including high opacity, shrink sleeve and standard whites. In addition, the portfolio includes a wide range of varnishes, release coatings, adhesives and primers.

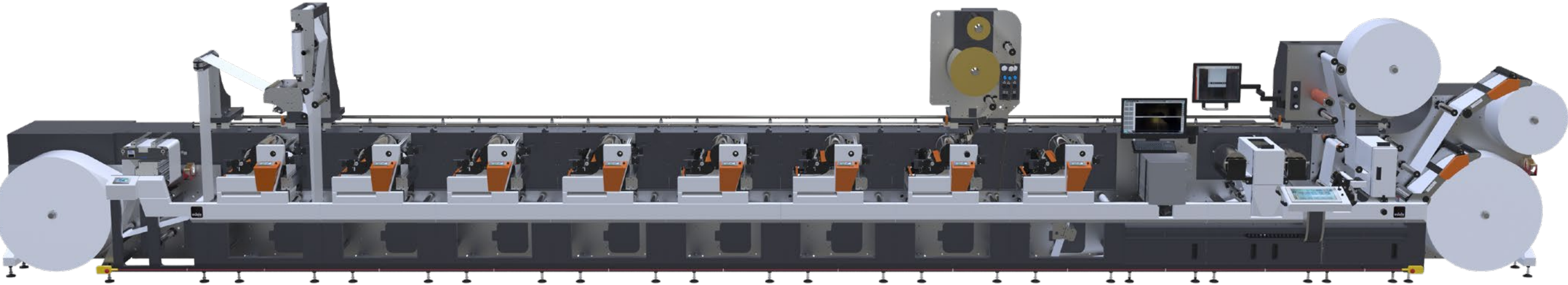


"We're delighted to have the Illumina cold curing system and Flexo JJ inks presented on a range of flexo equipment in the showroom - we see LED as the here and now, not the future."

James Boughton, Managing Director, Edale

Edale

Location: Whiteley, Hampshire, UK
Products: Fujifilm's Illumina LED UV curing system and JJ inks
Type of work: Flexographic press manufacturer





Automation with a human touch



Incorporating planning, design, mark-ups and layout plans, pre-press relies on technology as well as staff in the creation of outstanding print. John Davies, Workflow Product Management & Support Manager at Fujifilm assesses how companies can bring together both the latest technology and the hard-earned skills of their staff to create the most profitable and future-proof of operations.

Though the very first steps of a print project may begin with a pencil and paper in a meeting room, making these ideas come to life involves a number of steps for a printer - pre-press workflow being an essential one. Colour management, pre-flight checking, proofing and layout are all crucial in making a design fulfil its destiny and ultimately lead to a happy customer. But there are an abundance of other considerations that can directly or indirectly impact on a printer's client relationships. The ever-changing dynamics of the print industry, as well as unexpected international influences (like a global pandemic for instance!) can all affect how a print business functions day-to-day. But having the most fluid of production processes in place, whereby workflow and staff are fully integrated, can help them to address any problems that may arise.

Automation and pre-press

Perhaps one of the biggest buzzwords of the last decade, automation (or automated technology) is helping to drive the print industry into faster, more cost effective production. What we've seen at exhibitions around the world in the last few years - print related or otherwise - are some incredible developments in hardware and software technology that are helping many businesses to streamline their operations and increase profitability. Though it can require a significant initial investment, newer, more advanced equipment allows for greater savings in the long run.

In the print industry, automation might look like the loading and unloading of media onto a flatbed printer using robotic arms - or it might look like the software that drives pre-press operations, enabling print businesses to deliver work faster and more efficiently than ever before.

Fujifilm works with customers all around the world to help them deliver a more productive workflow operation. In times of uncertainty, or where staff numbers are not at optimum levels, facilitating the use of other parts of a business to help deliver client needs can be a challenge - but with Fujifilm's XMF Workflow, one of the most comprehensive workflow platforms for managing integrated production, printers are finding new ways around this. This print production software - incorporating the collation and imposing of PDFs for sheet-fed, web and digital printing - is easy for staff in the customer service area of a business to adapt to. Its simple operation, aligned with how jobs are booked into a printer's business flow, allows for job layout, print process and finishing to be defined before a job gets into what we traditionally refer to as pre-press. In essence, the start of pre-press is moving upstream into customer services.

The sophisticated automation software built

into XMF Workflow keeps both teams accurately informed on the progress of the work. This has been shown to reduce costs in the long run, as well as reduce downtime between print jobs.

It is an ideal process for the day-to-day running of a business, but as we now know all too well, sometimes forces outside anyone's control can prove a major hindrance to operations. Being prepared for such events is crucial to staying active and being able to address clients' needs.

Automated pre-press: getting around the issue

The arrival of Covid-19 in 2020 has disrupted all manner of businesses across the globe. With print companies closing doors and their customers in turn having to weigh up the risk and reward of putting a project into action during lockdown, businesses took significant financial hits and some, unfortunately, were not able to make it through a very tough period.

For those printers that remained open and operational, the challenge was not only how to entice new business, but also maintain those long-term client relationships at a distance. Automated workflow systems have taken on an even greater level of importance, as printers have looked to their suppliers to find ways of keeping production (and income) flowing. One such solution, devised by Fujifilm, is XMF Remote. As the name suggests, this software allows customers to upload their PDFs and send the proposed work straight to the printer for processing from anywhere - all that's required is access to a web browser. This removes the elongated process of customers attaching files via email which, not only could prove too big to be sent to the printer, but could lead to problems with emails not arriving in time, PDFs not being attached or key information being left out altogether. This can result in the need for additional communications to clarify the job, delaying production and ultimately the delivery of the work.

Much in the way XMF Workflow gives a window into the progress of the print job, XMF Remote allows print buyers to order print and see what it will look like before it is produced, via a soft proof. Regular contact between the printer and the customer is made simple - the technology

"Automated workflow systems have taken on an even greater level of importance, as printers have looked to their suppliers to find ways of keeping production (and income) flowing."

makes it easy for the staff on the shop floor to see what jobs are in the pipeline and what is required to create each print job. Speeding up job handoff, review, correction and turnaround adds to all the functionality of a web portal for optimising pre-press operations.

Visibility of the job at hand and speed of delivery are becoming increasingly important – not just in the print industry but in our day-to-day lives. Who doesn't want to keep track of a product being delivered to their house? The connectivity that is available to us means that more and more information is becoming visible, and for any business looking to receive or deliver products, automation provides the fastest and most efficient way of moving from idea to delivery.

While the incredible rate of technological development has helped create a faster, more connected world, it would be nothing without the people who support its operation.

Staff: the crucial ingredient to success and longevity

While automated pre-press systems allow for a fully integrated approach, and can significantly speed up the process of job submission to print, ensuring services are delivered accurately and carried out to a high standard requires the human touch.

History is full of examples of skilled trades being taken over by machines. Many roles performed by experienced pre-press and machine operators in the print industry today (as with so many other industries) are being, or soon will be automated. But although the skills they need will change, print businesses still need skilled people in order to remain successful.

It's also vital for print companies to have a voice and a face – these are important parts of what forms a relationship between themselves and their clients. On the shop floor, spotting errors or prioritising work takes skill and experience. Being able to pre-empt changes or change substrates requires human intervention – if a piece of equipment breaks down, an experienced head may be able to rectify the issue without the need for an engineer call out.

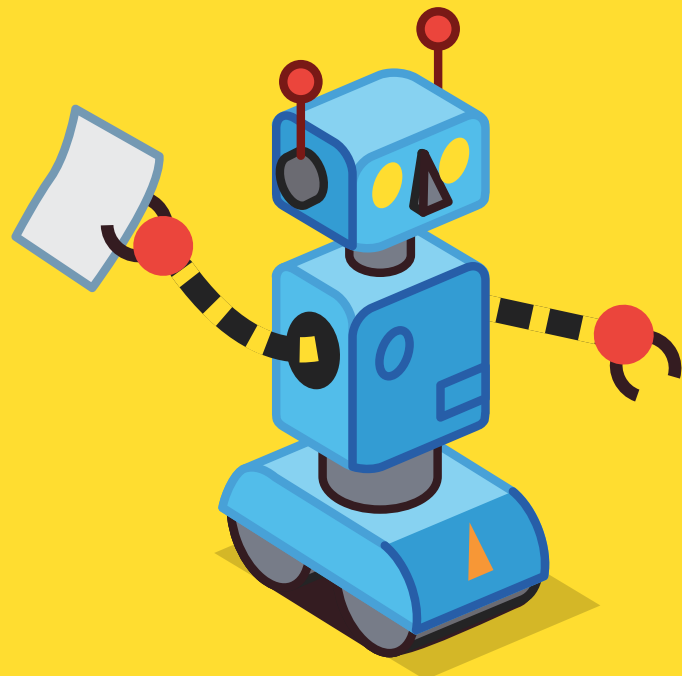
Understanding how best to use other staff in the facility requires a management figure. If multiple presses are being used, or there are a high number of jobs being submitted on any given day, a manager needs to be able to direct people to where they can be of most benefit, ensuring that the process from pre-press, to proof, to print goes smoothly.

If we've learned anything from these recent times, it is that experience is invaluable. Dealing with a crisis or handling an unprecedented situation is solved by human ingenuity. New ideas and sharing a plan of how to move forward comes from the minds of experienced people and,

even as the print industry moves swiftly further down the path of automation, it still needs skilled, knowledgeable people to be on board to provide those lightbulb moments that can make all the difference.

Ultimately, customers want to lower their costs, eliminate mistakes and work as efficiently as possible – but they also want good service from someone they can trust. So automate what you can – but never lose the human touch.

"As the print industry moves swiftly further down the path of automation, it still needs skilled, knowledgeable people to be on board to provide those lightbulb moments that can make all the difference."



Improving remote-working for staff and customers

For four years, Poligrāfijas grupa Mūkusalā has been reaping the rewards of Fujifilm's online job submission and soft-proofing tool – and in lockdown its benefits have been particularly pronounced.



Based in Riga, Poligrāfijas grupa Mūkusalā is one of Latvia's most recognised printing houses. The company offers a variety of print services, including magazines, newspapers, catalogues and advertising collateral, both within Latvia and in eleven other European countries. Mūkusalā boasts a range of modern technologies, highly skilled personnel and long-term relationships with various trusted suppliers – one of those being Fujifilm, which has been providing its XMF Remote service (via local distributor KTA) to Mūkusalā for four years now.

"We pride ourselves on being an environmentally and technologically progressive company," says Visvaldis Trokša, Chairman of Mūkusalā. "Customer satisfaction and ethics are important to how we function as a business – we strive for high quality output while ensuring we remain an environmentally friendly enterprise – in fact, we have received many acknowledgements for our efforts in this area."

Alongside all of its high quality equipment, pre-press technology

plays a crucial role. Fujifilm's XMF Remote, providing powerful web browser-based online job submission and reviewing tools, has helped the company add tremendous value to its offering. "A system like XMF Remote is crucial for us to deliver the best quality products in the fastest time," says Trokša. "It is easy for our staff and clients to use; it is user-friendly, gives an accurate soft proof of how their work is going to appear when printed and on-line mark-ups make managing changes quick and simple. Our customers love it – especially during this time of uncertainty, where remote working is essential for businesses to function. Staff have found the process enjoyable too – all the work comes into one place, allowing for quick correction and turnaround no matter what time of day."

Mūkusalā tested XMF against competitor systems before making the investment four years ago. Trokša adds: "We had looked at a few other remote software services, but XMF Remote produced the best results. It is easy to use and connects really well with our printing equipment

"Knowing how our customers work, a system like XMF Remote is crucial for us to deliver the best quality products in the fastest time."

Visvaldis Trokša, Chairman, Mūkusalā

– it's become a vital part of our production.

"It is so easy for our pre-press manager to speak with our customers and visualise the work they require through XMF Remote. They can upload the job via our website, and through Fujifilm's pre-press software, we immediately decide the next steps. It has been a vital part to keep our production at a consistent level. Without it, I do not see how we would cope with the amount of work coming through from all over Europe."

Poligrāfijas grupa Mūkusalā

Location: Riga, Latvia

Products: XMF Remote, Luxel T-9800CTP platesetter, Superia LH-PLC plates

Type of work: Print service provider for magazine, newspaper and catalogue industries



Books in the time of Covid

2020 has been a tough year for many printers, but the story of books has been a positive one.

If the Kindle couldn't kill the printed book, Covid had no chance. Written off by some as a dying medium a decade ago, printed books sales have held steady and even increased in recent years, despite the growing popularity of audiobooks, a now very well-established e-books market, and a huge number of other channels which compete for people's leisure time.

When the Covid-19 pandemic hit in early 2020 – many expected the worst, and book publishers were quick to slash their annual sales forecasts and furlough staff. But there is a lot to be said for the comfort of the familiar at a time of unprecedented

global upheaval, and while Netflix may offer a form of escapism of sorts – many, during lockdown, have put their faith in the old adage that 'you can't beat curling up with a good book'. Public surveys over the summer consistently found that, with more time at home, people spent more time reading than usual.

In the UK, the book buying public have not just maintained their book buying habits – but stepped them up a level. As of September 2020, sales of physical books in the UK were up 9% in volume and 11% in value on the same period in the previous year.

In the US, it has been a similar story – over

the first nine months of the year unit sales were up 7.1% year-on-year, with increases in every category – from children's books to fiction, to non-fiction. In Australia, meanwhile, enthusiastic home cooks with time on their hands, shelled out \$6 million more in the first half of 2020 than they had in the same period in 2019 for cookery books. Overall sales were also up.

Major publishers Bloomsbury and Harper Collins have reported year-on-year global revenue increases – despite having conservatively forecast decreases in revenue of up to 75% due to the pandemic.

In continental Europe, where the online market for physical books is less mature than in the Anglosphere, the picture was more mixed. Printed book sales in Germany, France and Italy were all hit harder than the UK during the initial lockdowns – though there are still causes for optimism. In France, during the week the first lockdown ended, in May, book sales rocketed by more than 230%, making up a large chunk of lockdown losses. Stronger than usual sales then continued over the summer. In Italy, the first country in Europe to be hit by the pandemic, and the first to lockdown, book sales have recovered from a low of 70% below 2019 sales in March – to within a percentage point by October – with very strong sales over the summer cancelling out the losses of the spring. In Germany, overall sales remain down, though not by as much as many had feared.

All of this has made for a very busy, and very challenging few months for book printers (including many Fujifilm customers) around Europe. One such printer, Clays, in Suffolk, UK uses a Fujifilm Jet Press 750S for short run book cover and dust

jacket design. Ian Smith, the company's Operations Director, comments:

"Since the first lockdown ended we have seen unprecedented demand for printed books, especially hardbacks. Book sales always peak in the period up to Christmas but this year the run rate is well ahead of previous years; we saw increased hardback demand of more than 50% in September and October. The Fujifilm Jet Press 750S hasn't stopped running through this time and we've been more than pleased with its performance. The agility it gives us is a key ingredient to managing the volumes we've experienced."

Like the print industry at large – book printers have had to adapt massively in recent years to respond to demands for higher quality, shorter turnaround times and shorter run lengths. And, with the help of technology and support from companies like Fujifilm, they have done just that. 2020 has tested their adaptability, flexibility and resilience to the limit, and they have proven more than up to the task.

The pandemic has added an interesting and challenging new chapter to the modern book printing story. But it is far from a final chapter. This story has a long way yet to run.

"Since the first lockdown ended we have seen unprecedented demand for printed books, especially hardbacks."

Ian Smith, Operations Director, Clays



Pushing the boundaries

With its extensive product offering, Truyol looked to the Jet Press 750S to help drive forward its high-quality print offering.

Truyol, based in Alcorcón in the south-west of greater Madrid, is a print business that has set the benchmark for the Spanish digital printing industry. The company offers a wide variety of products and services - from large format printing, to book covers and packaging. Founded in 1983 as a photography and photocopying store, Truyol is a family-run business which has grown from a very small team into a huge workforce operating a range of print production equipment. Joaquín Truyol, the CEO of the company, has seen the business emerge from its early roots - when it was run by his parents - into a thriving, all-encompassing print-service-provider. The company's ethos is to continue growing itself and its offering to the industry; with this comes a need for equipment that can not only handle high levels of production, but also produce excellent quality and consistency. Truyol has turned to the Jet Press 750S for these very reasons.

"Truyol has quite a history," says Joaquín. "The company started with a small store in Alcorcón and introduced the first electrostatic paper copier in the Madrid area, and then the first colour copier shortly after that. We evolved quickly and were able to offer an ever-increasing range of printing services, on various substrates, for multiple sectors.

"Our R&D department maximises the use of Truyol's technology, combining materials, print stocks, inks, finishes and processes to produce the most

innovative, high quality products for our customers.

"We have seen a 30% annual growth over the last decade and our site is now 7000m² in size, housing 150 pieces of equipment and 150 staff - all of which helps us to fulfil our customers' requirements 24 hours a day."

Despite his company's remarkable recent growth, Joaquín identified a need to invest in more equipment to produce ultra-high quality print work. Fujifilm's Jet Press 750S, installed in early 2020, was brought in to meet that requirement. "We always strive to innovate and do anything we can to create new opportunities," continues Joaquín. "We know we are providing an excellent service for our customers, but we always want to push the boundaries here, and the Jet Press is already helping us to do that."

Joaquín became aware of the Jet Press three years ago and is delighted to now have it as part of Truyol's printing arsenal. "Fujifilm invited us to visit its facilities in Brussels to see the printing equipment they had to offer. It was there that we were first introduced to the Jet Press. Since that time we've kept a very close eye on it, as it was clear this machine's high production capabilities, simple operation and great attention to detail were exactly what we were looking for."

Truyol acquired the Jet Press 750S in January 2020, and already the third generation B2 inkjet press has impressed Joaquín and his team. "Inkjet is a technology



"We always want to push the boundaries here, and the Jet Press is already helping us to do that."

Joaquín Truyol, CEO, Truyol

we firmly believe in, and with the Jet Press we have further increased our diversification with different print suppliers. We are already very impressed by what we've seen in terms of the print detail and the uniform backgrounds it can produce, and because of this we rely heavily on the Jet Press for our high-quality print jobs."

Truyol is yet to maximise the full potential of the Jet Press due to the ongoing impact Covid-19 is having on the industry and the wider economy. Joaquín is confident however, that his business will come out stronger once the situation stabilises.

"The current pandemic has led to a downturn in production for us - much as it has for the whole industry - but we are very confident in what the Jet Press is capable of in terms of productivity and quality, so in time we will be able to fully maximise the benefits it has to offer.

"In fact, we are still optimistic that, with our innovative thinking, we will emerge from this situation with new solutions and contributions for our customers. But right now, it's vital we have suppliers who we can rely on and who can help us through this difficult period. We are a brand new Fujifilm customer and have

chosen a challenging time to start working with them! They have been there for us since day one and we have been in regular contact with them throughout the lockdown - this support is extremely valuable to us and we look forward to seeing how our relationship can grow in the years to come."

Joan Casas, Manager, Fujifilm Graphic Systems Spain says: "We're delighted to see the Jet Press already playing such a key role in driving forward Truyol's high-quality print business. The company has undergone huge challenges in recent months, as has the whole industry, but we

are delighted that we can support them through this difficult time, and we look forward to helping them discover the full potential of the Jet Press as production levels start to return to normal."

Truyol

Location: Madrid, Spain

Products: Jet Press 750S

Type of work: Digital print service provider

For more information visit:
www.FujifilmJetPress.com

Celebrating tales of human endeavour, exploration and resilience

SoulKind is a fresh, new magazine launched during the pandemic, that is particularly relevant now, thanks to its focus on inspirational human endeavour, the passionate exploration of our planet and incredible resilience in the face of adversity.

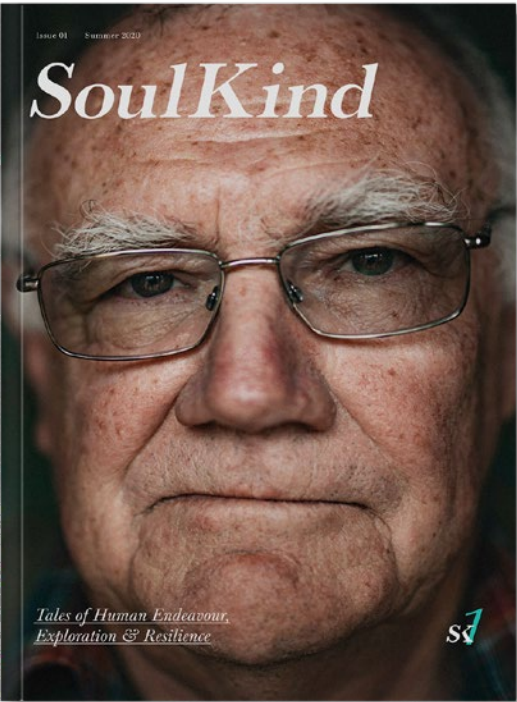
“I want to look into your soul” said photographer Chris Boulton as he stared down the camera lens at his subject; 70-year-old adventurer David Lemon. The photo, part of a shoot for new independent magazine, SoulKind, was ultimately to grace the cover, and Boulton’s instinctive phrase, in the moment, was to spark the idea for the magazine’s title.

Produced with support from Fujifilm, and printed on the Jet Press 750S, SoulKind is the brainchild of Chris Boulton, an experienced Cheltenham-based photographer and Jamie Rudd, a creative director and brand consultant. “We wanted to do something purely for the love of it,” says Jamie. “Something not diluted by committee or by commercial concerns. Chris and I have only known each other for a few years, but we have a lot in common and we’d both long-loved the idea of creating a high quality magazine to express some of our ideas and creativity. Our challenge had been trying to find our niche – a focus to theme the magazine around.”

In the end it was a tragedy that gave the pair that focus they’d been searching for. “In July 2018 I was involved in a life-changing car accident,” says Jamie. “It almost cost me my life, and as I started out on the long, hard road to recovery, it crystallised in my mind what I wanted our project to be about: tales of human endeavour and exploration, but closer to my heart – resilience. Finding out how endeavours, no matter how big or small can make us feel alive again. How exploration can enable us to experience everything our wonderful planet has to offer, and how, with the right mindset, we can be resilient and overcome trauma to thrive again.”

So Jamie and Chris began approaching, photographing and interviewing inspirational people from different walks of life, from adventurers and explorers to endurance athletes. Why, and how, do they do what they do? What drives them? What inspires them?

In the magazine’s first issue, eleven interviewees open up and talk about what they’ve achieved, and the mindset that took them there.



Sean Conway, endurance athlete

Individuals who have tested their own mental and physical limits, not just once, but over and over again.

David Lemon walked the Zambezi, alone, from source to sea, aged over 60. Lucy Shepherd, not yet 30, has completed countless polar expeditions and extreme alpine treks. Endurance athlete Sean Conway ran, swam and cycled around the entire coast of mainland Britain and set a new world record time cycling across Europe from Portugal to Russia. Eleven names. Eleven lives. Hundreds of extraordinary adventures. And why a magazine?

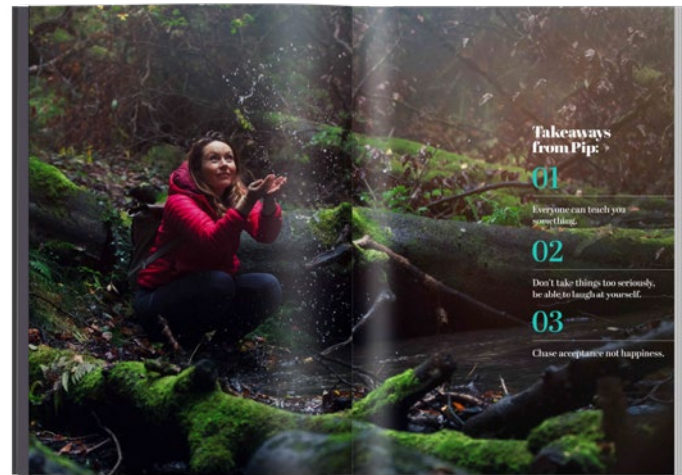
"News is cheaper, more up-to-date and more accessible online," says Chris. "So print needs to be about much more than mere information. Print is for those important stories you want people to reflect on. The photographs and the words are equally important elements and quality print brings them together in a tangible way and makes reading an immersive experience that can't be replicated on a screen. I used to run a print business myself and I've followed developments in digital print technology in recent years with great interest. It is these advancements that make a magazine like ours - which is produced in relatively short runs at exceptionally high quality - possible. Fujifilm's Jet Press 750S is one of the best examples out there of a new kind of press that can deliver ultra-high quality print in run lengths ideal for our magazine - and we're delighted that Fujifilm shares our vision and is supporting us in getting this first issue published."

Graham Leeson, Head of Communications and Sales Enablement, Fujifilm Graphic Systems EMEA explains why Fujifilm is supporting the project: "As humans, we need to be inspired - we thrive on stories of courage, perseverance and overcoming impossible odds. When we agreed, in late 2019, to help support SoulKind launch its first issue, we couldn't have known what a different place the world would be now. But the current situation means we need stories like this more than ever. Ten years ago, this magazine could not have been made. You could have printed something ultra-high quality in large volumes, or compromised the quality to print shorter runs more flexibly in response to demand, but you could not have both. Digital print technology, and more specifically the Jet Press 750S, has made this kind of high-quality, short-run creative content possible, and Fujifilm is proud to have been at the forefront of that seismic technological shift."

SoulKind is printed on the Fujifilm Jet Press 750S at Emmerson Press in Kenilworth, Warwickshire.

Issue one is available now.

To learn more, or to order a copy, visit www.SoulKindPeople.co.uk



Lucy Shepherd, polar and alpine explorer

Silver anti-microbial coating tested on Jet Press

Finishfit Microbe Protect 2400, developed by Epple Druckfarben AG in Germany, was tested on a wide range of Jet Press printed products at Fujifilm's Advanced Print Technology Centre in Brussels.

Inks and coatings developer Epple Druckfarben AG has produced a coating to dramatically reduce the chances of bacteria or viruses being passed from person to person via printed media. Now commercially available, the new water-based varnish, Finishfit Microbe Protect 2400, has undergone a rigorous testing process, including tests on Jet Press printed products at Fujifilm's Advanced Print Technology Centre in Brussels. The coating has been proven to be effective in killing up to 99.9% of bacteria. This makes it ideal for use on everyday printed products that are handled by multiple people, such as playing cards, magazines, food menus and packaging of all kinds - including pharmaceutical-based packaging and selected plastic films.

Finishfit Microbe Protect 2400 contains elementary silver-nanoparticles (AgO) firmly

anchored in the varnish film. When activated by moisture - such as when they are touched - the silver-nanoparticles release positively charged silver ions (Ag^+), which significantly reduce the number of bacteria and viruses on the surface of the varnish. The effect is constant and long-lasting because the silver-nanoparticles themselves are not released and can't be rubbed off from the dried varnish, and because the coating is water-based, it is also very environmentally friendly.

"Epple is well known for its innovations in the field of ink systems, and Finishfit Microbe Protect 2400 is another unique addition to our product portfolio," says Helmut Fröhlich, Product Line Manager at Epple. "This coating is suitable for a range of substrates, and we are continuously testing it with other ink types and printing processes."

Fröhlich was clear on their

decision to approach Fujifilm for the initial testing of the coating: "Being one of the leading companies in inkjet printing, Fujifilm was the logical choice for testing Finishfit Microbe Protect 2400. They suggested the testing should be undertaken on the Jet Press and it quickly became clear as to why.

"Unlike some other digital printing processes, the Vividia inks used by the Jet Press produce a smooth, neutral surface that is ideal for both aqueous and UV based coatings. We were impressed to see that the high quality print work produced by the Jet Press is further enhanced by the crucial, invisible protection that Finishfit provides."

At Fujifilm's APTC, numerous tests were carried out - both on freshly printed samples, and with prints that were several days old. It proved equally effective on both. Taro Aoki, Head of Digital Solutions,

Fujifilm Graphic Systems EMEA says: "The Jet Press has always been about maximising flexibility and adaptability for its users. Over the years we've continually pushed the boundaries, offering an expanded colour gamut, food safe inks and the ability to print to a huge range of standard offset stocks. So it's fitting that Jet Press printed products were the first to be tested with this ground-breaking new coating that offers print businesses enormous reassurance as we all continue to manage the risk of living with Covid-19 in society."

The end result of 18 months of development, and the first product in a planned Microbe Protect 2400 series, Finishfit was created in conjunction with the renowned nanoscale research company RAS AG, Regensburg as well as with state funding from the German Federal Ministry of Economic Affairs and Energy as part of the Central Innovation Programme for SMEs. When they began work a year-and-a-half ago, none of its creators could have known just how much the perceived importance of the product would grow. "During the development phase, the acute significance of the product in the degree of urgency could not be foreseen," says Stefan Schülling, Member of the Epple Executive Board responsible for Sales and Finance. "Now we are extremely pleased at the timely offering - further evidence of our innovative leadership."

"Every sector must throw its full innovative power behind curbing the present and future pandemics", adds Helmut Fröhlich. "Finishfit Microbe Protect represents an important first step."

"Being one of the leading companies in inkjet printing, Fujifilm was the logical choice for testing Finishfit Microbe Protect 2400."

Helmut Fröhlich, Product Line Manager, Epple

For more information visit:
www.FujifilmJetPress.com





Introducing The Real Production Show

Fujifilm has launched a monthly 'virtual event' demonstrating the live production of creative applications on the Jet Press 750S, and live finishing by Fujifilm's partners across the globe.

As the market for commodity print comes under increasing pressure, being able to demonstrate the ability to add real value is ever-more important. Every stage of the print production process has a part to play in this, and this new series of shows, hosted by Fujifilm's Mark Stephenson, demonstrates how each stage of the production process, from pre-press to finishing, has its role to play.

In the inaugural Real Production show, held in September 2020, a global audience watched live as high quality printed carton packaging was produced on the Jet Press 750S at Fujifilm's Advanced Print Technology Centre in Brussels. It was then coated by Harris & Bruno in Germany and finally digitally cut and creased by Highcon in Israel. The overwhelmingly positive response to the event encouraged Fujifilm to turn the Real Production Show into a monthly virtual event.

The second Real Production Show, in October 2020 emphasised the benefits of digital automation, integrating Fujifilm's XMF workflow software with live production on the Jet Press 750S

in Brussels and on multiple finishing solutions in the new Horizon Innovation Park demonstration centre in Japan. The application on this occasion was a series of high-quality photo essay postcards.

Attendees of either event that requested a sample, received the postcard sets created in the second event, dispatched in the carton box printed during the first show.

By the time this story goes to press, there will have been a third show - The Real Production Inkjet Show - focussing on how Fujifilm's success in inkjet can positively impact print in the future.

Event host Mark Stephenson explains how the show came to be: "The ongoing Covid-19 pandemic has made product demonstrations a huge challenge for our customers in recent months. We're used to welcoming hundreds of prospective customers to our Advanced Print Technology Centre in Brussels each year - and of course demonstrating our technology at industry exhibitions and events.

"In light of the current situation - we've decided to work with trusted partners to demonstrate how value

can be added at each stage of the print production process, through live, multi-location online events. We're immensely proud of what we have achieved so far, future shows will explore wider aspects of inkjet printing in a variety of market sectors.

"Of course, for all the advantages of a virtual event, when it comes to print, there is no substitute for seeing the real thing and holding it in your hands. So we gave attendees the opportunity to request a finished piece to be sent out to them after the event. The events have been a huge success so far and have given us the opportunity to work with some of our top partners worldwide. We are excited to continue to run the show on a monthly basis to showcase the power of print."

To reserve a place for the next show, watch recordings or request samples from previous shows please visit www.realproduction.show



"In light of the current situation - we've decided to work with trusted partners to demonstrate how value can be added at each stage of the print production process, through live, multi-location online events."

Mark Stephenson, Product Manager, Digital Printing & Press Systems, Fujifilm Europe

Innovating for a healthier world



Andy Ross, Deputy Head of Corporate Communications and Head of Public Affairs, Fujifilm Europe, explains how Fujifilm has been helping in the fight against Covid-19 across multiple areas of the business.

Beyond the Graphics side of the business, Fujifilm has been on the frontline of the global fight against Coronavirus where we are playing a unique and active role. Alongside working with our partners to find a safe and effective vaccine, we are leveraging our healthcare expertise and innovations to support efforts to combat the virus.

We are supplying frontline workers with the latest medical technologies that exploit the potential of artificial intelligence (AI) and aim to help save lives and assisting hospitals to resume their normal screening services.

For physicians working in critical care environments at the forefront of the pandemic, our mobile diagnostic technologies allow them to obtain immediate clinical information while also improving patient safety, increasing efficiency and minimising the risk of cross-contamination across wards. With diagnostic technologies and equipment such as the FDR nano, a mobile x-ray unit, combined with REiLi, Fujifilm's AI platform, clinicians are able to optimise the speed and accuracy of their diagnosis of Covid-19, as well as better monitor the spread of the virus.

In search of a safe and effective Covid-19 vaccine

While we work to improve diagnostic capabilities, Fujifilm Diosynth Biotechnologies (FDB) is now one of the world's leading providers of contract process development and manufacturing services for the biopharmaceutical sector. It is playing an active role in supporting governments, academia and industry to develop and rapidly scale up potential Covid-19 vaccines and therapies.

instax for healthcare workers

Our support goes beyond just that of healthcare; photography – a foundation of Fujifilm's business – continues to play an important role in documenting experiences through the pandemic.

Due to stricter health and safety measures in place in hospitals, healthcare workers caring for Covid-19 patients are required to wear a substantial amount of personal protective equipment (PPE). In many cases, this means doctors, nurses and other healthcare workers have to obscure everything but their eyes. This can, of course, be incredibly

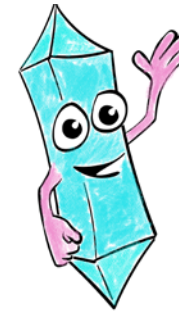
frightening, intimidating and confusing to patients, and it's also demoralising for healthcare workers themselves in not being able to share their personalities as easily or to give patients and families a reassuring smile.

Utilising the ease and simplicity of instax instant photography, Fujifilm has stepped up to help medical staff identify themselves – and their smiles – on their PPE by donating instax cameras and film across Europe. Doctors and nurses can effortlessly take a photograph and quickly attach a small, credit card-sized photo print of themselves to their gowns and aprons.

To date, more than 120 instax cameras and 7,500 instax prints have been donated to hospitals in the UK, the Netherlands, Turkey, Italy, Portugal,



Victor Virus



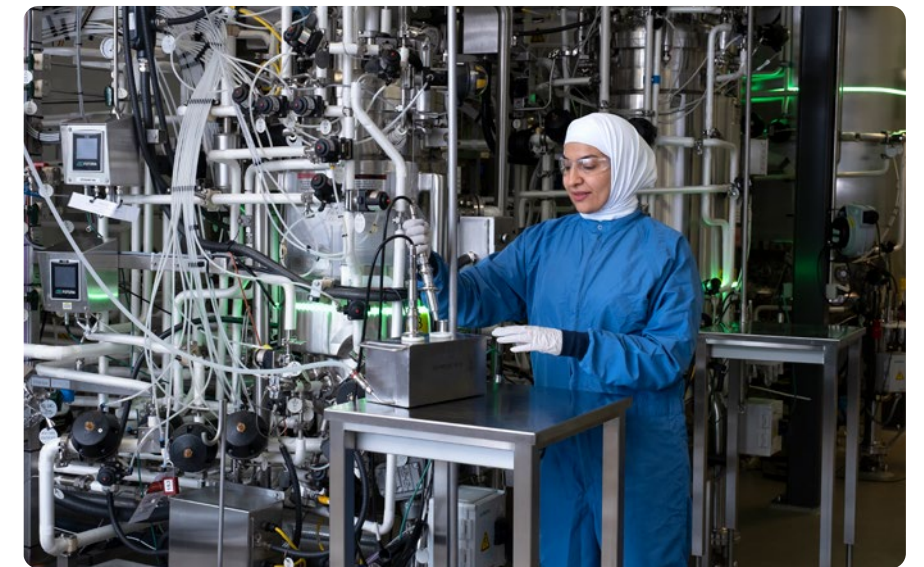
Peter Pigment



Phoebe Photon



Charlotte Cho



Spain, Russia, France and Denmark, making a real and meaningful impact to patient and colleague experience in the front-line fight against Covid-19.

Supporting schools and STEM learning

The pandemic has caused sudden changes to schooling and education, with students, teachers, carers and parents having to adapt quickly to home-schooling and changes to normal learning. As a result, we launched a new Online Learning Hub for children aged 5-8 years old, where they can visit and download our new accessible colouring books at any time, free of charge.

These colouring books have been designed to not only be fun, but also to provide a new way of learning about some of the real-world, everyday

applications of science and innovation that powers Fujifilm technologies; from light and photography, to how vaccines work.

The colouring book characters – Peter Pigment, Phoebe Photon, Charlotte Cho and Victor Virus – create a narrative to learning about these technologies and aim to inspire young scientists. They can be printed at home, at school, or for those without easy access to a printer, can be loaded into a smartphone or tablet so everyone can learn along with the gang. More information on this is available via fujifilm.eu/uk/learning-hub

Across many sectors and impacting on many lives, Fujifilm is working tirelessly to help key workers and families retain some form of normality during these difficult times.

