

SUMMER 2019

PRINT!

Driving excellence in print



Onset X HS
The ultimate production flatbed

01 - 07 B2 Inkjet

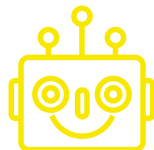
The Jet Press 750S collects three awards in 2019.

Automated, high volume efficiency vs ultra-high quality and added value.

Straub Druck & Medien is now the proud owner of three Jet Press presses.

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High-end UV inkjet flatbed production is a major focus in this issue, as the launch of the new Inca Onset X HS platform pushes the boundaries of what is possible with inkjet technologies. So we look at the history of the Fujifilm and Inca partnership which has culminated in this amazing platform, and review the launch of the machine at Inca's HQ in Cambridge, UK. We also take a look at just how this new platform is set to transform the production of display, point of sale and corrugated packaging. Finally, we get some initial feedback from two printers in Russia and Belgium who have made an investment in Fujifilm's Acuity Ultra superwide platform.

In the world of commercial print, we feature an article about the polarisation of the market, and how printers can avoid going on 'the road to nowhere' and if three is your lucky number, we learn about the three awards the Jet Press 750S has recently picked up, and the three Jet Press presses that Straub Druck in Germany have now installed to help them continue to grow their business at a rapid 35% per year. We also include the final article in our series of three focussing on the benefits of workflow automation, this time for larger printers with over 100 employees, and give an update on how our PLATESENSE programme is expanding with the ability to finance a new workflow on subscription.

Finally, our Print Power feature in this issue, published by kind permission, continues our theme of why the world needs print more than ever, with an interview with best-selling branding author and expert Martin Lindstrom, who explains why we're all craving a more tactile experience. So if you are jetting off for a holiday this summer, make sure you enjoy your own tactile experience - take your favourite holiday book with you!

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

FUJIFILM

Three times a winner

Built for usability, functionality and performance, Fujifilm's Jet Press 750S received three prestigious European awards this year; two for design and one for technology.



Fujifilm's Jet Press 750S has been recognised for its innovation, technology and design, winning three awards in 2019. After first receiving both Red Dot and iF Design awards in April, it then went on to be named digital press of the year in the "cut sheet colour B2(+)" category at the prestigious EDP (European Digital Press) Association awards in Munich in May.

The Jet Press 750S, new in 2018, features a sleek black and silver panelled body designed for easier cleaning and maintenance. It is more compact in size than the 720S model, in order to maximise usability and streamline production workflow processes. Controls can be viewed remotely from a tablet or smartphone, contributing to the aesthetic appeal and functionality of the machine. It offers even higher levels of reliability and productivity than the 720S model, which has been transforming commercial print and packaging businesses around the world for the past five years.

Technology

Recognising the Jet Press 750S for its industry-leading technology, the EDP awards are the European print industry's only technology awards. Its association is made up of 21 magazines with a digital print focus and every year it assembles a technical committee to analyse and evaluate the latest technology and product developments across a huge range of categories in digital print. This year, the technical committee judged the Jet Press 750S to be the best press in its class. Hailing it as "the perfect blend of the old and new... combining offset paper handling with the best digital inkjet technologies," the EDP Technical Committee also noted the press's superb sheet-to-sheet registration, reliability, quality and speed.

"We're delighted for the Jet Press 750S to have won three awards in 2019, being recognised for its design, innovation and technology, as we are highly dedicated to continuous development across all of these areas," says Taro Aoki, Head of Digital Press Solutions, Fujifilm Graphic Systems EMEA. "Building on what Fujifilm had already created in the Jet Press 720S, the Jet Press 750S has set a new standard in B2 inkjet quality, design, reliability and productivity. In fact, it is one of the best examples of how Fujifilm is pushing the boundaries of what is possible, raising the bar for digital print quality and performance to extraordinary heights."

For more information visit:
www.imagineinkjet.com



Lorenzo Villa (left) of Italia Publishers presents Fujifilm's 2019 EDP award to Maarten Goethals, Product Manager, Digital Press Solutions, Fujifilm Graphic Systems Europe.

On the road to nowhere?

Mark Stephenson, Digital Printing and Press Systems Product Manager at Fujifilm Graphic Systems EMEA, looks at the growing polarisation of the print industry: automated, high volume efficiency vs ultra-high quality and added value.



02

OPINION

Are you still in love with print? Truly, madly deeply? Forsaking all others. Maybe that's the problem. We let our emotions blind us to the fact print isn't what it was: by market share or penetration. How many people start a conversation with: "Did you see that great piece of print yesterday, or that cover of the *Economist* or *Heat Magazine*?" More likely the conversation is about a podcast (yes, they're back), Instagram meme or Netflix episode.

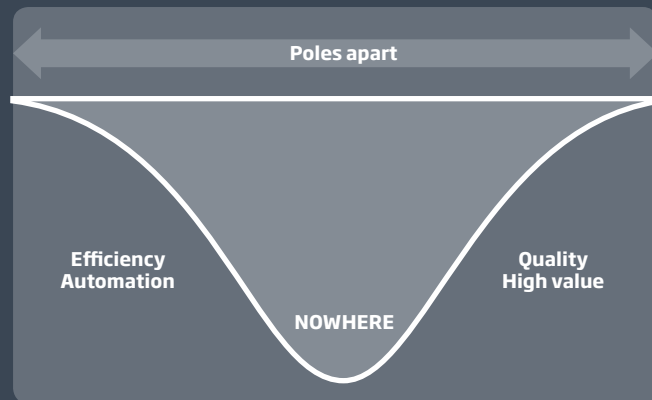
Much ink has been spilled in recent years over the many challenges facing the modern commercial print industry and how print businesses need to respond in order to survive and grow. The relentless rise of digital delivery formats and the increasing cost of consumables are notable examples of print's challenges, and they have contributed to the industry's overall contraction in recent years.

All of the challenges printers face play a role in the growing polarisation within the industry: highly automated, large volume, ultra-efficient, possibly commodity printers on the one hand and short-run, creative, high-quality specialists on the other. It is becoming increasingly difficult for businesses anywhere in the middle to compete, and as many have found out the hard way, there is rapidly diminishing room in the market for traditional, small scale commodity printers. Modern printing companies are, after all, not just competing with each other, but with digitally delivered alternatives to print that can often offer significant cost savings and increased convenience. It's a difficult, and at times, brutal marketplace.

"There is rapidly diminishing room in the market for traditional, small scale commodity printers."

03

OPINION



Go large

One response to surviving in the current print marketplace, and a strategy that some companies have enjoyed considerable success with - so far at least - is to trim costs ruthlessly through automation and efficiency savings, and then to chase large volumes of business through aggressive low pricing.

This type of work is not necessarily long run but relies on a limited product range of stocks and sizes to attract large volume orders for what is essentially the same thing. Offering flyers, posters, stationery etc. and mixing those multiple orders ganged on a large sheet creates a longer run job and, with efficient automated finishing, packing and dispatch, can be a busy, profitable business.

The fact that average print runs have been declining consistently for some years now has created this new breed of high volume, commodity printer. Emphasising this, the sixth drupa Global Trends report issued in April 2019 highlights the fact that, as well as a relentless trend towards shorter print runs and faster turnaround times, there has also now, for the first time, been recorded an overall decline in commercial, sheet-fed litho print volumes. Though the constant development of digital presses certainly helps here, there is no doubt that pursuing profit through a high number of low volume jobs is less about print and more about workflow and logistics. The temptation, perhaps is that the quality of print can be sacrificed to the gods of efficiency and profitability. It doesn't have to be this way, but we'll return to that point later.

Add value

In the modern print marketplace, one of the main alternatives to chasing volume is to seek sustainable profit by adding value. Whether through creative applications or simply through ultra-high, take-your-breath-away levels of quality, this approach recognises that as overall volumes decrease, and as society reaches new

levels of digital saturation, print offers more targeted, high-value opportunities.

Until recently, the big problem here was that exceptional quality and reasonable levels of productivity required offset printing and therefore could not, by definition, be of any use in small, targeted campaigns. Here, the leaps and bounds in digital print technology are vitally important - the extent to which digital print is now a match for offset in quality opens up a raft of customised print opportunities, while the overall reduction in print volumes means these high-value applications have even more chance of standing out and are all the more likely to offer excellent ROI.

Marketers and advertisers are price conscious and they often need to stretch budgets across an array of different media formats, in addition to anything they might consider in print. But they also want to stand out from the crowd in a market dominated by digital delivery formats. So while most are certainly printing lower volumes of marketing materials overall, many are, at the same time, recognising the unique opportunity that print now has to make an impact. Digital advertising, social media and email promotions have their place, but high quality print helps them deliver and reinforce brand values that digital marketing never could. It can even get people opening conversations with, "Have you seen this great piece of print I just got?"

Forward thinking innovation

First and foremost at Fujifilm our emphasis has always been on helping our customers to add value for their customers. We offer products and services to help businesses of all sizes across the graphics sector to reduce costs and boost profitability. The relentless pursuit of ever greater quality has been the hallmark of the growth of our portfolio of graphic arts products and services over the years, from ink development and plate design, to workflow solutions and inkjet technology.

The great news is that these technologies can benefit both the automated, highly efficient and short run, high-value production environments.

The Jet Press 750S is one of the most powerful examples of our relentless drive for improved quality and productivity. Able to not only replicate but also exceed the quality of offset, it provides an unrivalled opportunity to go beyond what has ever been possible with offset, and to produce, short-run, high-value print to target valuable new business opportunities.

The outstanding quality achievable with the Jet Press 750S comes courtesy of its new generation, state-of-the-art Samba printheads and the high performance VIVIDIA inks that have been painstakingly developed to match



"As society reaches new levels of digital saturation, print offers more targeted, high-value opportunities."

them. Offering consistent performance across the widest range of standard offset papers, ink grains as small as 0.5 trillionths of a litre, invisible to the naked eye, are discharged at high speed to deliver breath-taking quality. Vital also is the enhanced colour gamut - MaxGamut - that allows printers to reproduce more spot colours and produce more vibrant print with just four CMYK inks, without having to add or swap special inks or toners to boost the colour.

It's not only about quality though - the Jet Press blends the best of old and new, boasting up-time figures comparable with a traditional offset press and offering the ability to print on standard offset stocks and fit seamlessly into high productivity workflows.

Whether it's highly efficient production, added value print, or both, the Jet Press prints consistently - sheet to sheet, job to job, day to day - without the added downtime and hassle of so many of the alternatives. All this while boasting green credentials that help printers to meet all of their regulatory and social responsibilities.

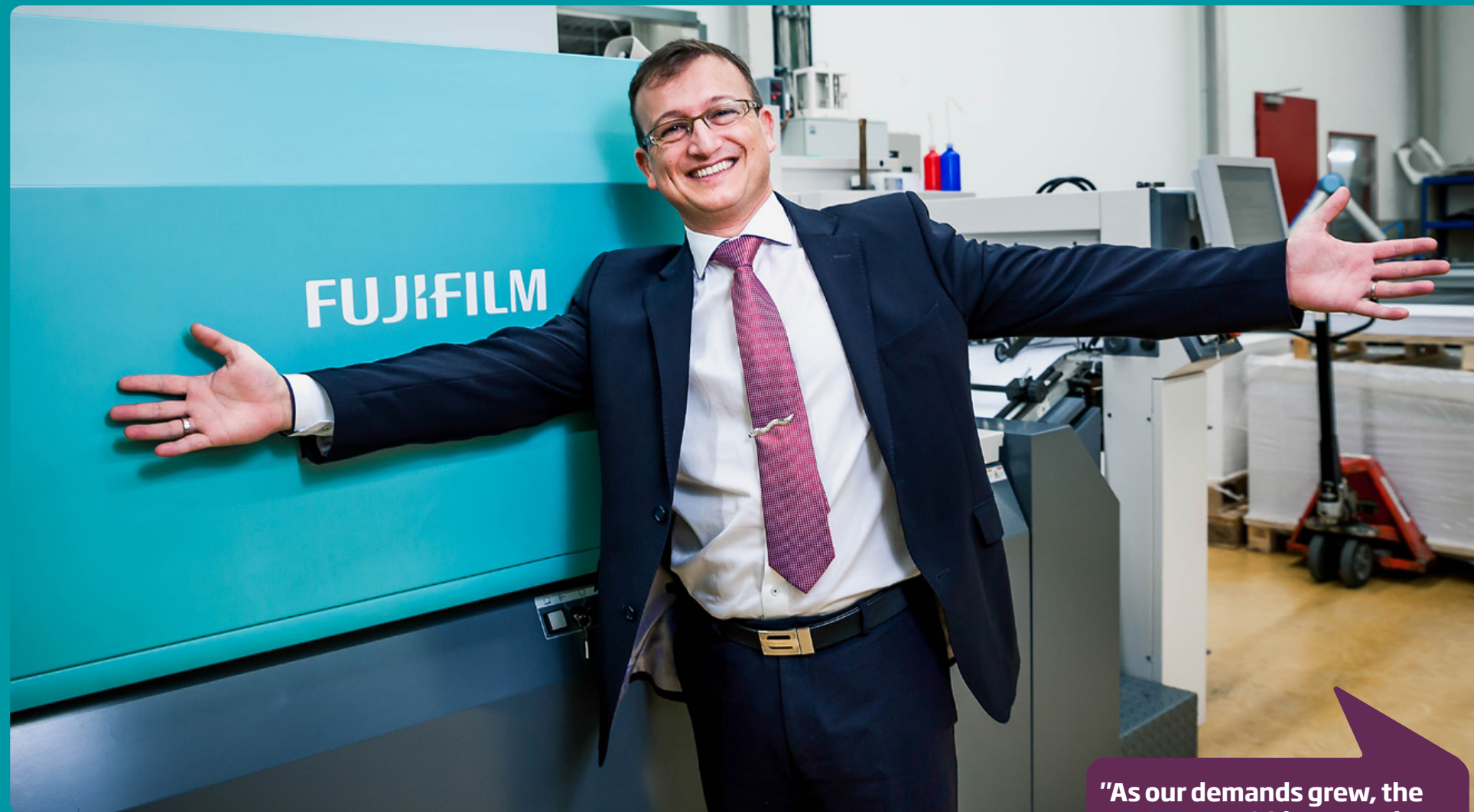
Carpe diem

In the long-term, all print businesses, large and small, are going to have to continually improve their ability to produce added value applications,

not just reactively, but proactively pushing their customers to buy into what they can do, to try new things and to take risks. Those who fail to do this will be squeezed out of the market, but for those who truly seize the opportunity, the rewards can be much more than mere survival. It's here that print's future shines brightest and where its sustainable and profitable future lies.

Printers large and small have taken advantage of Fujifilm's Jet Press technology, some in mass production, efficiency-led operations, others in bespoke, high added value environments. Wherever you're headed, the thinking behind their choices can help you make your own decisions about the way forward.





Straub Druck & Medien adds to its Jet Press collection

Looking to boost capacity to keep up with consistent year-on-year growth, one of the first companies to install a Jet Press 720S back in 2014 has now become one of the first to install Fujifilm's third generation Jet Press 750S. It is now running three Jet Press presses simultaneously.

Reputable German commercial print company Straub Druck + Medien AG, based in Schramberg, installed a Jet Press 750S in May 2019 to meet growing business demands. A long-term Fujifilm customer, the company already owned two Jet Press 720S presses, making this the company's third Fujifilm Jet Press installation. Straub Druck + Medien produces a range of high quality printed products, both long and short run, including brochures for luxury brands, short-run promotional

packaging and calendars and mailings for regional, national and international customers. It also offers a wide variety of processing and finishing options for all applications.

Francisco Martinez, CEO, Straub Druck + Medien AG says: "Our business is expanding and we are now consistently achieving 35% year-on-year growth. As our demands grew, the Jet Press 750S became the obvious choice for us to ensure that our capacity keeps pace with business demand. The

"As our demands grew, the Jet Press 750S became the obvious choice for us to ensure that our capacity keeps pace with business demand."

Francisco Martinez, CEO,
Straub Druck + Medien AG

Straub Druck & Medien

Location: Schramberg, Germany

Fujifilm products: 2 x Jet Press 720S, 1 x Jet Press 750S

Type of work: Wide range of high-quality commercial print and short-run packaging

uptime and quality we have been able to achieve from the 720S presses has been outstanding, but with the Jet Press 750S the best has got even better!

"The Jet Press 750S is already showing an enormous amount of potential within the short amount of time it has been operating. Initially, we planned to replace one of our 720S machines with a 750S, but we quickly decided we just couldn't part with any of them just yet and now intend to keep all three for the foreseeable future. The Jet Press 750S is undoubtedly a higher productivity machine, but our 720S models keep on delivering for us as well.

"Fujifilm Jet Press technology has been transformational for our business since our first press was installed in 2014. In the Jet Press 750S, Fujifilm has produced a machine that takes levels of quality, productivity and up-time to yet another level. In its first full month of operation we have seen output of one million sheets and we expect that this will only continue to grow once the machine is operating around the clock. We anticipate being able to print up to 2.5 million sheets per month across our three Jet Press presses during the busy period in the lead up to Christmas.

"What's more, the new drying system featured within the 750S gives us greater control and fine-tuning of the drying temperature.

Not only is this easier to use and much more efficient, but it extends the range of substrates that we are able to print.

"Our Jet Press 720S presses have already enabled us to significantly enhance our environmental credentials. With the 750S, we expect to also reduce our energy usage by 23% and to reduce our already low levels of waste still further. All of which allows us to meet our customers' expectations as sustainability becomes an increasing concern for them.

"Finally, the updated design of the press appealed to us and the smaller machine footprint saves us space - which is an increasingly scarce resource given our recent growth. The sleek exterior and upgraded visual display look great, and the new software interface that can be automated via a tablet or smart phone is an additional bonus to streamline the production process. Our press operators love it.

Martinez has also been complimentary of the service and support received from Fujifilm over the past few years. "As always," he concludes, "the sales and installation support we've had from Fujifilm has been second to none. Fujifilm has always been readily available when we've had any problems or questions over the years and we're excited to be developing this relationship still further."





xtreme_automation

The groundwork for Smart Print Manufacturing

The following article is the third and final article in a series looking at the benefits of workflow automation and customer empowerment. The series is based on reports compiled by Key Point Intelligence/InfoTrends, on behalf of Fujifilm, which examine the benefits of highly automated, user-friendly workflow systems. The first article in the series, which featured in the Winter 2018 issue of PRINT!, looked specifically at the benefits to small print service providers, in particular those with fewer than 20 staff. In the Spring 2019 issue we examined the ways in which automation can aid mid-sized PSPs, with 20 to 99 employees, while in this issue we look at the role automation can play in larger print businesses with more than 100 staff.



- 1. Consolidate** processes through automation.
- 2. Connect** software, equipment, and people to build an intelligent production platform.
- 3. Collect** information from sensor-aware equipment to the cloud.
- 4. Compute** multiple streams of data (status of the printer, incoming order volumes, predictive maintenance cycles, and customer SLAs) to make real-time decisions for optimising production.
- 5. Create** quality products and services, adding value throughout the supply chain.

Introduction

The printing industry is at the dawn of another revolution. Big shifts have happened before. After all, print service providers are not using hot metal type machines or stripping film for plates any longer. The next disruption point for the print industry is powered by manufacturing techniques and emerging technologies tied to the fourth industrial revolution—one built on smart, connected manufacturing.

Each disruption point ushers in winners and losers. There are few pre-press bureaus around today after desktop publishing, and computer-to-plate made those tasks accessible to every printer. The same is true for the age of smart print manufacturing (SPM). Winning printers are starting to plan and implement towards this future now.

The five Cs of smart print manufacturing

Printers need a road map to adopt SPM. The “five Cs” are the major milestones to reach SPM: Consolidate, connect, collect, compute, and create. First, printers need to consolidate production processes through automation. The first stage is an extreme form of removing touchpoints.

The second stage is to connect software solutions, equipment, and people to develop an intelligent print production platform. Connecting the order entry system(s) – whether web-to-print, print managed information system (MIS), or electronic data interchange (EDI) – to the workflow to prevent a re-keying of critical job information is an example. Another would be to add or leverage existing sensors in equipment, such as in-line spectrophotometers, to provide data back to the software systems so staff can make data-driven decisions; this is often referred to as the Internet of Things (IoT) or the Industrial Internet of Things (IIoT) in manufacturing.

With processes automated as well as systems and people connected, real-time business and production data is collected, fed into a scalable database, and then computed to extract actionable information for customised dashboards for each job role. The final stage is to apply those data insights to create products and services. With the Smart Print Manufacturing platform in place, the technology moves to the background and continuous improvement takes its place.

Consolidating and connecting for smart print manufacturing

Most printers still need to focus on the first stage of consolidation. There are far too many manual touchpoints and islands of automation currently in their workflows.

Consolidate and streamline workflow processes

Creating workflow paths for the most common work is the easiest place to start. Customers should be able to upload their content to the printer. From there, the files are automatically processed (file checks and file corrections) by the production workflow. Next, the customer is presented with a processed file to review and approve that can then flow to the next steps for output. Fujifilm's XMF workflow allows printers to create these repeatable, yet standardised, workflow plans for automatically processing common work. Customers can also upload their artwork as well as collaboratively review and approve the final version for production using their tablet or computer from the XMF Remote web portal.

Connect the brains to the brawn

Not every job is standard. For the more complicated ad-hoc work, XMF offers another path to extreme automation. XMF can use information supplied from a print MIS solution capable of generating an industry conforming job definition format (JDF) file. The data-rich JDF file passes many details to XMF to automatically setup and start processing the job, including the number of pages, type of substrate, intended colours, imposition plan, and output device.

Integrating your print MIS with XMF automates job creation and flow, but what about the inevitable peaks in job volumes? The XMF Workflow uses core Adobe technologies, including the Mercury RIP Architecture, adding multiple instances of the Adobe PDF Print Engine (APPE) based on how much processing power is available at the server. It is like going from a Vauxhall to a BMW without the cost. Adobe's colour and trapping engines are also leveraged to maintain the integrity of PDF files through to the point of rendering for output, minimising file processing irregularities.

Connecting the brains of the print MIS to the brawn of the XMF workflow results in a new level of automation, accuracy, processing throughput, and time savings for the printer—while still being able to accept custom work from clients.

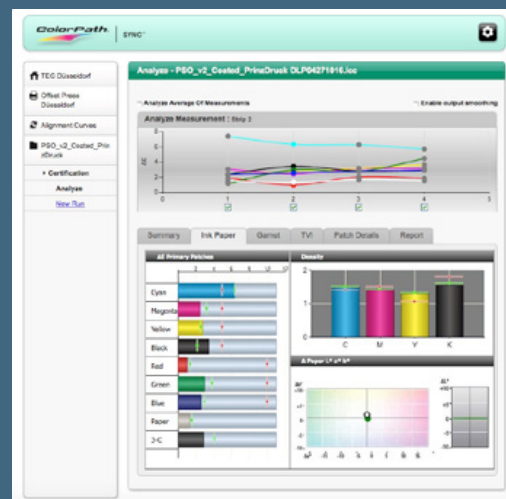
The right colour every time from anywhere

All the automation in the world is worthless if the printed result is not sellable. Getting sellable colour is not a trivial matter, considering that printers use different print technologies (litho, digital, wide format) and may also have to manage colour across multiple production facilities. On top of that, most colour management systems are built for colour experts who know the difference in rendering intents, colour spaces, and other



technical nuances—not for production staff who are normally tasked with handling colour in house.

Fujifilm ColorPath takes a different approach. It is wizard-driven and cloud-based. The wizard hides the numerous toggles and switches of other colour management systems so a user can simply select the target colour conformance for example, FOGRA39, and follow the steps to reach that standard. Managing colour for multiple production facilities becomes easier, since the tools and data are accessible from any Internet-connected web browser. ColorPath can also be used to create DeviceLink profiles, used to easily convert the colour space for switching jobs from one print device to another. There are also tools for optimising ink, which is particularly helpful on certain digital devices, and continual monitoring of any print output to ensure it is within spec.



InfoTrends' opinion

The production methods and technologies will continue to evolve and mature as we move further into the age of smart print manufacturing. Today's reality is that most printers must shore up their current operations to instill a base level of automation before tackling any advanced stages of SPM. The print production workflow suite from Fujifilm can provide that backbone of automation.

Whether you are on the winning or losing side, the next disruption point for our industry starts with what actions and foundations you take today.

"Creating workflow paths for the most common work is the easiest place to start."

Fujifilm recently announced a restructuring of its senior management team in its UK Graphics Systems business. At a time when offset printers are under greater pressure than ever from the combined challenges of rising aluminium prices, falling print runs and advancing digital print technology, continued innovation and creative thinking are essential. Innovations like Fujifilm's PLATESENSE programme are examples of the sort of forward-thinking required to keep driving this sector forward. As the initiator of this programme, Chris Broadhurst, the former General Manager of the UK Graphic Systems Division, has been promoted to Head of Offset in the European Graphic Systems business to manage the company's offset business and drive this kind of initiative forward on a European level. Broadhurst's role will be based in Dusseldorf, and starts immediately.

"I'm excited about this new challenge," says Broadhurst. "Despite being at the forefront of the rapid advances in digital print technology in recent years, Fujifilm has never lost sight of the importance of innovation in offset print processes and technology. Offset print output continues to be much higher than digital output globally and Fujifilm has a long and deserved reputation for helping offset printers boost profitability through the unrivalled performance and durability of our Superia plate range. Our new PLATESENSE programme takes this to another level altogether and I look forward to working with litho printers right across Europe to help them to transform their businesses, boosting productivity and profitability and safeguarding their futures."

Andy Kent, former National Sales Manager, has therefore been promoted to Divisional Manager of the UK Graphic Systems Business. Kent brings more than 30 years of industry experience to his new role and will be based at the company's Bedford HQ. Coinciding with this change, the UK sales team will now be led by Will Hearn, leading the offset sales team, and Alice Murray the inkjet team.

"I'm delighted to be taking on the role of Divisional Manager of Fujifilm Graphic Systems UK," says Kent. "Fujifilm is a forward-thinking company, at the forefront of technology developments in both the offset and inkjet sectors of our industry. New developments in our Acuity, Onset X and Jet Press ranges have all been made recently and there is still more to come. There are also some exciting new plate product

announcements in our Superia range on the agenda this year and we look forward to providing more details in due course.

We look forward to offering the best possible service and support to new and existing customers, to introduce them to the very latest industry technologies, and to work with them to find the most creative and effective ways to drive their businesses forward."

Changes at the top

Chris Broadhurst, former General Manager of the Graphic Systems Division in the UK promoted to a senior European role as Head of Offset, with former National Sales Manager Andy Kent announced as his successor.



"We look forward to offering the best possible service and support to new and existing customers."

Andy Kent, Divisional Manager, Fujifilm Graphic Systems UK

In a world of endless screens, best-selling branding author and expert Martin Lindstrom explains why we're all craving a more tactile experience. The following interview was conducted by Print Power and published online at www.printpower.eu. It is reproduced here, by kind permission, as part of a series designed to help you to sell the power of print to your customers.



Why people need print now more than ever



When Martin Lindstrom established Lindstrom Company almost 20 years ago, he already knew it was vital for brands to get under the skin of the consumer experience, creating interactions with all five senses.

Since then, he has authored seven books on how brands are built and the impact they have on us all. He's also presided over the world's most comprehensive neuromarketing study, which culminated in the release of his New York Times best-seller *Buyology*, an exploration of the factors

that truly determine how we buy.

Today, Lindstrom believes that too many businesses have disregarded the effectiveness of sensory encounters and are mired in a swamp of digital KPIs and departmental processes.

We spoke to Martin about why touch matters so much (whether you're a human or a rat), his mission to increase tactile interactions with brands, and the need for a new metric in media planning to measure the all-important irrational impact of marketing.

In a climate where consumer irritation levels around digital advertising and the use of adblockers are rising at alarming rates, can print cut through?

In the past print used to be a communication medium, now it's becoming a communication and sensory stimuli media.

Paper stands out. A study shows that we recall things on paper up to 70% more than other channels. The reason is very simple. For example, take an airport departure screen which is flicking from page to page; as you look at it your eye has to flick over all these different things before you get to the information you need. It is inherently built into our brains that you have to read things in a superficial way when it's on a screen, but studies are showing now that when you read things on paper, you actually recall the information and you are more emotionally engaged.

Print has a lasting impact; it's more like I'm in control of the media rather than it is controlling me.

Paper has three strengths: one is the stimulation of the sensory channels; two, the data is not going to disappear; and three, because everyone is digital, you can actually see the brands that are going the opposite way. The message stands out by being on print.

What aspects of today's consumer landscape are setting the scene for the resurgence of print media?

Print definitely has an advantage compared to other channels, but you have to put in a bigger perspective. Let's take a look at the psychology of print. There was an experiment done with rats some time ago, where two sets of rats were tested for the impact that the tactile sensation has. The first pair of rats were touched every hour by the scientific team; the second pair of rats were not touched at all during the entire two month period. After this, the rats who were never touched, died, whereas the pair that were touched every hour lived on, happily.

In many ways, this indicates what's going on in our society today. Because it's so digitally obsessed, we have reduced the amount of tactile interactions we have with humans in a way which is starting to be pretty dangerous. People have excluded themselves from local communities, which are dying, so therefore there is no interaction at all. The only thing that people touch is a screen.

Having the rat experiment in mind, it's very clear that society is craving tactile interactions. In Japan over the past ten years, people in senior homes have been asked to install a pet, sometimes robots, sometimes real pets. And in Tokyo they have the concept of pet cafes - where you can go in and touch animals in your lunch break.

Do you think marketers and media planners are open to increasing engagement by triggering multiple senses?

Very few agencies, if any, spend time learning the deep psychology of the channels. The media buying agencies are incredibly focused on rational numbers in terms of reach and demographics, but very few sit down and ask themselves: what is the true impact of a channel? And how does it resonate with us in our brains?

It's almost like they are assuming that we are completely rational individuals. All our studies using neuroscience today clearly prove that around 85% of everything we do is subconscious and is irrational - while only 15% of everything is rational. Yet the media buying industry is mainly focused on the 15%, not the 85%.

If the tactile experience is so critical to the performance of marketing, should we amend the metrics of engagement to include the triggering of multiple senses?

The paper industry should devise a term which could measure impact. This could be a global standard which is independently monitored and which can clearly help the industry to compare apples against bananas. That doesn't exist right now, or certainly I've never seen it.

In my book *Brand Sense*, I created a 'sensogram' - a way of being aware of and measuring the impact of design. We work with the largest companies in the world and whenever I talk about this topic it is like a deer in headlights; I mean we are talking about the CEOs of the biggest CPGs and FMCG companies in the world but when I talk about the impact on our senses it's like they've never heard of it before.

It stuns me every time, because these are the people who are literally producing millions and millions of packages every day and have no idea about the impact of tactile marketing and the senses. Obviously it's just not on the radar, so yes metrics can be a good idea, but there is so much other work to be done here.

"Around 85% of everything we do is subconscious and is irrational"



Superwide quality at speed

Two recent installations of Fujifilm's new superwide Acuity Ultra platform highlight the growing interest in the ultra-high quality it can produce at incredible speeds. Combined with superb versatility, this new printer is making an impact in Europe and beyond.

We R. SIGNS, Russia

Moscow-based We R.SIGNS, which confirmed its investment at FESPA 2019, has become the third Russian company to invest in Fujifilm's superwide format Acuity Ultra.

An expert in large format signage production and outdoor advertising, We R.SIGNS employs over 500 members of staff and is one of the largest companies servicing the outdoor and indoor print markets in Russia.

In order to continue developing its product portfolio, which includes banners, posters and billboards, We R.SIGNS has invested in Fujifilm's ground-breaking superwide printer, the Acuity Ultra. "The quality of the print work produced on the Acuity Ultra was one of the main reasons for our decision to invest," says Andrey Nikulin, Vice President at We R.SIGNS. "It fits in perfectly with our large format and outdoor advertising product offering, and

its versatility is key to us providing our customers with a variety of high quality printed work.

"The Acuity Ultra will also be an essential part of our presence at exhibitions, as it will allow us to demonstrate to potential customers the high standard of print work that we can achieve."

Nikulin explains how the company's positive relationship with Fujifilm was also a decisive factor: "We have used Fujifilm products in the past, including Onset and Uvistar platforms, which have helped us to enter new markets. The company's expert sales and technical teams have always been a pleasure to work with too."

We R.SIGNS

Location: Moscow, Russia

Fujifilm product: Acuity Ultra

Type of work: Large format signage production and outdoor advertising



"The quality of the print work produced on the Acuity Ultra was one of the main reasons for our decision to invest."

Andrey Nikulin, Vice President, We R.SIGNS

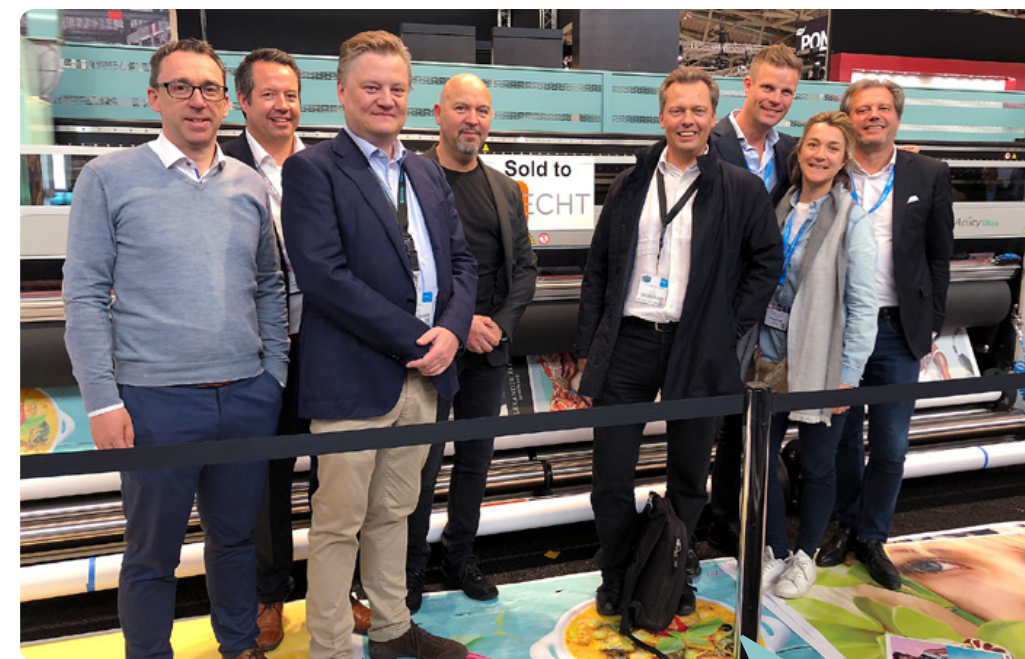
HECHT, Belgium

A long-time Fujifilm plates customer, HECHT has now made its first Fujifilm inkjet investment with its purchase of an Acuity Ultra.

High-end, large format printer HECHT, which has additional locations in France and the Netherlands, was acquired by Koramic Visual Communication Group in 2017 and immediately set about expanding its already substantial production capacity.

"We were looking to expand production capacity at HECHT following the acquisition and we investigated and ran tests on a number of different machines to help us to do that," says Rik Deman, CEO of Koramic Visual Communication Group. "Ultimately, there were two decisive factors that led us to conclude that the Acuity Ultra was the right machine for us. First, we found that the Acuity Ultra offered an unrivalled combination of speed and quality and, secondly, it also has an excellent and very fast white ink printing option.

"The latter point is particularly important to us as we see the high-end, backlit graphics market and the out-of-home advertising market as key growth areas.



Being able to print white ink at exceptional levels of quality, and to do so quickly and efficiently, will be key to driving growth for our business in this sector."

HECHT

Location: Braine-l'Alleud, Belgium

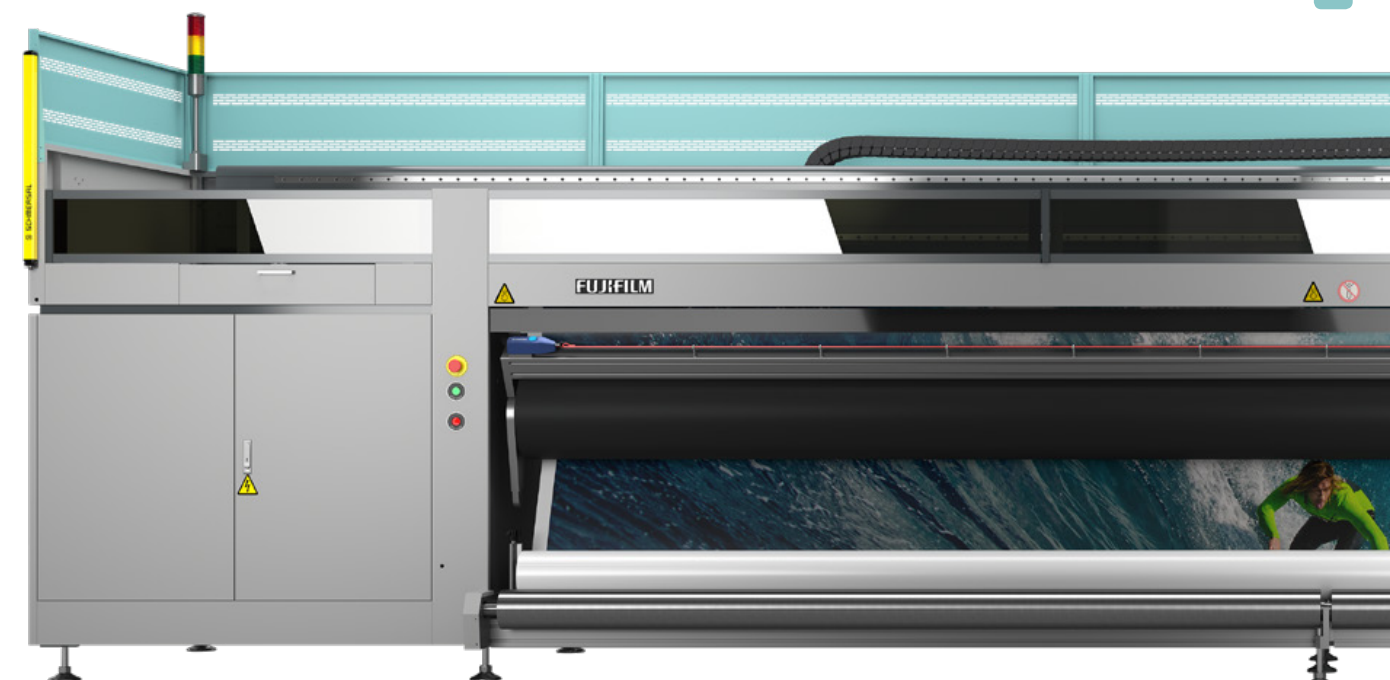
Fujifilm products: Various plates products, Acuity Ultra

Type of work: High end, large format print

"We found that the Acuity Ultra offered an unrivalled combination of speed and quality."

Rik Deman, CEO, Koramic Visual Communication Group

For more information visit:
www.acuityultra.com





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WIDE FORMAT

Onset X HS: the ultimate flatbed production platform

New UV inkjet flatbed machines from Inca Digital and Fujifilm offer a speed increase of over 50%, 'single cycle' print mode, full automation and 30-second job set up.



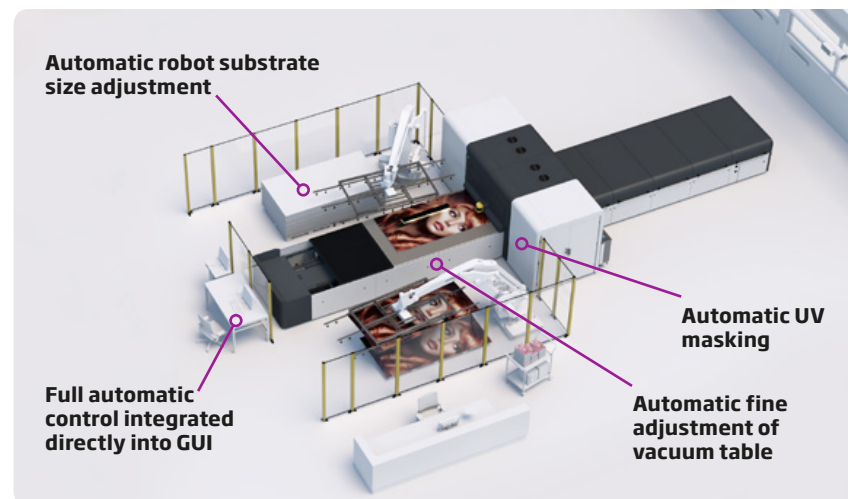
New UV inkjet flatbed machines within the Onset X series offer a speed increase of over 50% and a 30-second job set up to radically improve job turnarounds and, in combination with Fujifilm's new Uvijet OX ink, greater versatility for printing on rigid plastics at high speed.

Inca Digital and Fujifilm, announced in June the introduction of a powerful new addition to the market-leading Onset X UV flatbed series – the Onset X HS (High Speed) range. Featuring two new machines, the Onset X2 HS and the Onset X3 HS, the new models offer a dramatic increase in speed and productivity, with the ability to print up to 1450m²/hr using a new single cycle mode.

The new Onset X HS models

are launched with a new Fujifilm UV ink, Uvijet OX, which features a brand new, unique & patented ink technology developed by Fujifilm Speciality Ink Systems in the UK, to achieve exceptional adhesion on rigid plastic media at the highest speeds.

The Onset X HS has been introduced to help print service providers meet the increasingly demanding requirements in the display and POP market, both in terms of productivity and the versatility to print on a diverse range of media. It is capable of radically improving job turnaround times thanks to its high performance in four key areas which, in combination, put the Onset X HS platform well ahead of its competitors when it comes to real world productivity:



1

Job set-up time

The time taken to change jobs is one of the biggest causes of machine downtime, due to the setup changes often required. These can include robotic automation adjustments, the alignment of UV shutters and the adjustment of the table skins. In the Onset X HS, these setup procedures have now been fully

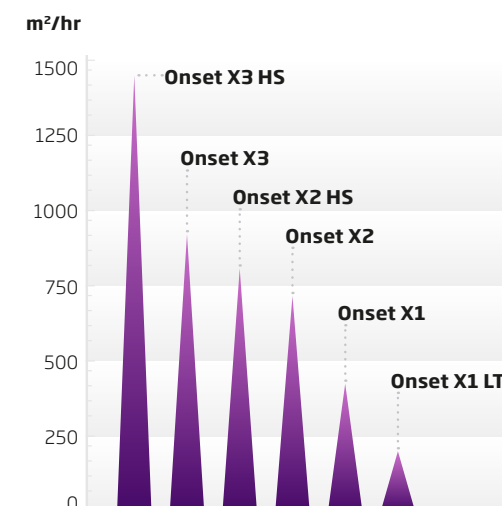
automated, taking the job setup time from around 15 minutes down to around 30 seconds, resulting in far less operator intervention, less opportunity for human error and a substantial boost to printer uptime and utilisation. As run lengths continue to come down across the industry, reductions in job set-up times become ever more significant.

2

Raw print speeds

In addition to the radical improvement in job set-up times, the Onset X HS also offers headline speed increases of over 50%. This is because of the introduction of a new 'single cycle' print mode, together with a new high performance Uvijet OX ink. The single cycle mode features optimised print and jetting profiles

that allows speeds of up to 1450m² per hour to be achieved. Combined with the introduction of Uvijet OX, adhesion can be achieved across a wider range of media at the highest possible speeds. This means high speed, high quality, single cycle printing is suitable for a much wider range of applications.



Up to
1450
m²/hr

17

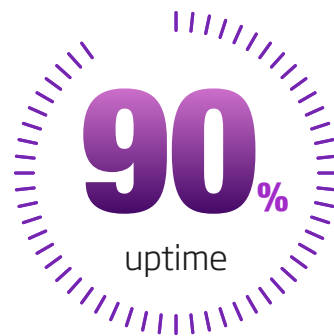
WIDE FORMAT

3

Press up-time and reliability

Print speeds and job set-up times are important, but an often overlooked area is machine reliability, as when a press is down for maintenance, it's obviously not making money for its operators. Fujifilm and Inca Digital are immensely proud of the justified reputation Onset printers have developed for extraordinary reliability, achieving

90% uptime. Intelligent features enable all Onset X printers to achieve optimum performance and, in addition, support software monitors and diagnoses potential problems remotely before they occur. Onset hardware is built to last, with 95% of all Onset platforms ever installed still working tirelessly today. The Onset X HS, with all its added benefits, maintains this ultra-high level of reliability.



4

On the floor productivity

The productivity of the Onset X HS is further enhanced due to the automation options available. With ¾ and full automation for standard display and point of sale applications, along with a specific fully automated solution for corrugated board, the ultra-fast productivity of the Onset is matched with superb media handling systems.



The ultimate production flatbed

The Onset X HS models retain all the benefits of the Onset X series. They feature scalable architecture to help make sure an investment is as future-proof as possible, and are built to allow printhead configurations to change and grow without having to change other parts of the machine. This gives you the freedom to adapt to change and explore potential business opportunities, whilst giving you the security to respond to your business needs today.

They also feature multiple automation options to ensure

high productivity printing is matched by handling systems that enhance productivity not reduce it, along with a range of ink options to maximise application versatility.

Six ways to begin your investment

The Onset X series already leads the market in terms of scalability and investment entry points, but the introduction of the two new Onset X HS models now means there are six options for those looking to invest:

Onset X1 LT
Maximum throughput: 200m ² (40 beds) per hour.
Onset X1
Maximum throughput: 420m ² (82 beds) per hour.
Onset X2
Maximum throughput: 707m ² (138 beds) per hour.
Onset X2 HS
Maximum throughput: 814m ² (159 beds) per hour.
Onset X3
Maximum throughput: 922m ² (180 beds) per hour.
Onset X3 HS - The fastest Onset ever
Maximum throughput: 1450m ² (283 beds) per hour

Onset X1 X2 X2HS X3 X3HS

For more information visit:
www.onsetxhs.com



New high performance ink

Introducing Uvijet OX - the latest high performance ink set from Fujifilm, developed exclusively for use with the new Inca Digital Onset X HS UV flatbed series.

Building on the success of Fujifilm's highly successful multi-purpose OW ink range, the Uvijet OX ink will initially be available as a six colour CMYK Lc Lm set, and will enable the new Onset X HS to print on an extensive range of rigid plastic media at high speed with maximum adhesion, cure speed and quality; helping to open up new markets for this range of printers.

Says David Burton, Commercial Director, Fujifilm Specialty Ink Systems: "The launch of the new Uvijet OX ink set marks what we at Fujifilm believe to be a milestone in ink development for the inkjet industry - a high performance specialist ink with the strongest adhesion to the widest range of challenging rigid plastic substrates. This adhesion is achievable even at the highest 'single cycle' speeds of the new Onset X HS, without an impact on the quality of the finished print.

"Fujifilm has worked closely with the team at Inca Digital

throughout the ink development process. Our challenge was to develop a completely new UV ink technology that would dramatically increase adhesion to a range of rigid substrates, but critically, without compromising on the robustness, reliability and quality the Onset X printing platforms are known for."

The new Uvijet OX ink features a unique technology that makes use of a specifically weighted monomer blend. The blend's key qualities include particularly low shrinkage when polymerised and inherently low polarity. These two factors combined offer excellent wetting properties both before and after polymerisation, providing exceptional adhesion at the interface between the plastic media and ink.

With the continued focus on the use of plastics and their environmental impact, many brands are increasing their commitment to phase out the use of printed PVC products. The

enhanced adhesion properties offered by the OX ink support this trend, enabling printers to move towards printing to polypropylene and polystyrene and to better respond to the environmental demands of the industry.

For more information visit:
www.onsetxhs.com

Key performance benefits of Fujifilm Uvijet OX:

Outstanding adhesion to a wide range of rigid plastic substrates, especially polystyrene and fluted and flat sheet polypropylene (achieved in both four-pass satin and gloss modes)

Powerful curing performance in all print modes without loss of adhesion

Can be used with more environmentally-friendly and non-hazardous polypropylene materials without compromising print quality or finish

Improved scratch resistance

Same gloss uniformity, colour gamut and finishing characteristics as other Uvijet ink systems

Same stability and jetting performance achieved with other Uvijet ink systems



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WIDE FORMAT

The big reveal

A grand occasion, appropriately held in the place it all began for Inca Digital and Fujifilm, as Inca's Cambridge HQ played host to the launch of the new benchmark platform for high-end wide format print: the Onset X HS.

On an overcast June day, on the outskirts of Cambridge in the UK, a who's who of European industry journalists assembled at the headquarters of wide format inkjet pioneer Inca Digital. There at the invitation of Inca, and of their inks and inkjet technology partner, Fujifilm, they witnessed the announcement and first public demonstration of the latest chapter in the illustrious Onset story: the unveiling of the Onset X HS.

Presentations from Keith Kenny of Inca Digital and from David Burton and Andrew Berritt of Fujifilm Speciality Ink Systems first took the assembled attendees through the history of the Onset brand, and then the remarkable partnership between Inca and Fujifilm that has made it possible.

The presentations and a forensic Q&A then revealed the remarkable science and technology that lies behind

the latest Onset iteration - and exactly how it is that it now sits alone, ahead of all the competition and at the very pinnacle of high-quality, high production large format digital print. The presentations also outlined how Fujifilm has delivered fundamental ink chemistry changes to allow the new Uvijet OX ink to reliably adhere to polypropylene and polystyrene without a reduction in print speed. As PVC



"One word will do it in fact: 'WOW!' It's just about that simple."

Marc Burnett, Large Format Review

continues to fall out of favour for environmental reasons - the importance of this development cannot be over-stated.

After the presentations it was through to the showroom to watch twin demonstrations: first on the Onset X2 HS with ¾ automation, and then, the main event: a real life, live demonstration of the Onset X3 HS, fully automated and running Fujifilm's new Uvijet OX inks. The demonstrations made clear to the audience that the productivity claims behind the Onset are - as with all Onset models - achievable in real world scenarios and not just in theory. Massively reduced job turnarounds, substantially increased print speeds and better ink adhesion

to polyprop substrates were all demonstrated in real time.

Marc Burnett of Large Format Review was one of the journalists in attendance. His reaction?

"One word will do it in fact 'Blimey!'", or for non-English readers, you can have an even shorter "Wow!"

"It's just about that simple. Go see it for yourself, they have the X3 HS machine permanently set up in Cambridge, so it's easily accessible - if you want the fastest, most versatile, properly supported, with a team of, frankly and sorry guys 'print nerds' at your disposal, then the Onset X3 HS should absolutely be on your shortlist. Buy something else without at least seeing it up close and

For more information visit:
www.onsetxhs.com

personal, and you're a bit daft by my reckoning."

We tend to agree, and if you would like to take Marc Burnett's advice and come and see the machine for yourself, visit www.onsetxhs.com for more information.

Keith Kenny,
Engineering
Products Director,
Inca Digital



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WIDE FORMAT

Fujifilm, Inca Digital and the story behind the creation of one of the world's most respected wide format inkjet brands.

Onset: success in partnership

From the launch of the ground-breaking Onset S70 in 2007, to the unrivalled Onset X range in 2015, the story of the Onset brand is the story of one of the most successful technology partnerships in the digital printing industry. Inca Digital and Fujifilm, the authors of this success story, have now added yet another chapter to it, as high speed options have been added to the Onset X2 and X3 models. The Onset X3 had already set the pace globally for speed - printing up to a blistering 900m² per hour. Now, with the introduction of the Onset X3 HS, it's even faster. These latest developments build on a long history of pushing the boundaries of high productivity, high quality, large format, digital print.

Inca Digital

The Inca Digital half of the Onset success story has its roots in the late 1990s when a small team from a company called Cambridge Consultants exhibited a prototype of the first ever flatbed inkjet printer at Ipex 1998. It immediately became clear that the point-of-sale, packaging and signage markets could benefit from this innovation, provided that suitable inks could be found. Cambridge Consultants entered into discussions with the world-renowned screen ink manufacturer, Sericol Limited, to develop these inks. Two years later, Inca (later Inca Digital) was officially spun out of Cambridge Consultants and right from the outset, Sericol proved to be the perfect partner.

Starting with the launch of the Eagle 44 in 2000, Inca immediately established itself as a reputable manufacturer of high-end inkjet printers, bringing ground-breaking new UV inkjet platforms to market on a near annual basis. In 2005 the company was acquired by Screen, and the innovation continued apace, eventually reaching new heights in 2007 with the announcement of the first Onset platform. Retrospectively this first Onset machine, developed in close partnership with Fujifilm, came to be called the Onset S70. But at the



Above: The Inca Eagle 44 Inca's first wide format inkjet printer

Right top: Inside Fujifilm's state-of-the-art ink factory at Broadstairs, UK

Right bottom: Inside Inca's factory in Cambridgeshire

Background picture: The Fujifilm Dimatix head array in the Onset X series

time, it announced its arrival on the world stage simply as the Inca Onset, and it represented a true breakthrough in large format speed and quality. Printing at speeds of up to 750m² per hour it signalled a new era of high quality, high productivity, large format digital print.

Sericol and Fujifilm

Founded in 1950, Sericol Ltd was a screen inks pioneer and market leader. In the 1970s it launched the world's first instant curing UV screen inks and then built on this experience to commercialise the first UV digital inkjet inks in the world in 1999. Sericol found the perfect partner in Inca Digital to commercialise its high-end inkjet platforms, putting its new UV ink technologies and worldwide distribution infrastructure to good use. The immediate and rapid growth in this new sector resulted in Sericol being presented with a Queens Award for



Enterprise in 2004 for its role in developing and commercialising these new UV inkjet systems.

In 2005 Sericol was acquired by Fujifilm, becoming Fujifilm Sericol and then, later, Fujifilm Speciality Ink Systems. Sericol had always placed great importance on research and development, a philosophy that made it the perfect match for Fujifilm. Building on a successful screen printing heritage of more than half a century and a well-established worldwide distribution and support network, Fujifilm Speciality Ink Systems now produces high-performance UV cured inkjet inks, such as the industry leading Uvijet range, for printers right around the globe.

In an industry where visual impact is a necessity, the unique combination of rich vibrant colours, superb application properties and world-leading quality and consistency, mean that Fujifilm is now the acknowledged world leader in UV-cured inkjet ink technology.

The Onset of something new

Having acquired Sericol in 2005, Fujifilm then went on to purchase the US printhead manufacturer, Dimatix in 2006. This well-established, highly respected company was, like Sericol, already working with Inca, providing high quality printheads and expertise. In coming together under the Fujifilm brand, with the additional expertise a company of Fujifilm's size could provide, the opportunity to further develop and fully integrate ink and printhead technology to maximum benefit was immeasurably enhanced. The first Onset model in 2007 was an early

beneficiary of this new, improved relationship and the Onset brand was destined to become enduring proof of the benefits of such a partnership.

In 2009, the Onset S20 model became the second in the series to be launched. Designed to bring Onset technologies to a much wider audience, it featured a slower speed at a lower investment point, and started to expand the impact of the Onset range in the market.

In 2011, the mid-range Onset S40 introduced printers to a new generation of Fujifilm Dimatix printheads. With even finer jetting accuracy than anything that had gone before, the new Onset with the Fujifilm Dimatix Sapphire QS-256 MEMS printheads was able to deliver even finer text, as well as smoother prints, at a speed of up to 500m² per hour.

In 2012, the Onset S20i and S40i improved productivity still further. These models were then followed in 2013 by the Onset S50 and S50i, which added even more ink channel and automation options to enhance quality and expand the range of investment opportunities yet again. Finally, in 2015, the Onset X Series took things to yet another level. This modular, platform added fully scalable architecture, and took high quality, large format digital printing to unprecedented levels of productivity and performance.

“To complement the Onset X series, Fujifilm has developed and introduced four different ink systems to maximise the versatility of the platform.”

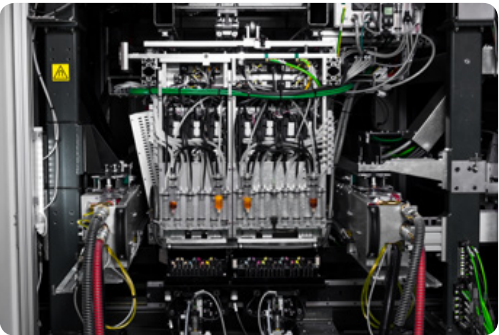
The X factor

The Onset X range, still the benchmark for high productivity, high quality, large format digital print four years on from its launch, introduced a level of scalability never before seen in the industry. With the introduction of the Onset X HS, it now offers six distinct investment entry points, together with multiple ink channel configurations and levels of automation. From an entry-level, manual, four-channel Onset X1 LT printing up to 200m² per hour, to an Onset X3 HS, operating at speeds of up to 1450m² per hour with full robotic automation, the Onset X range has something to meet the needs of all high end sign and display printers.

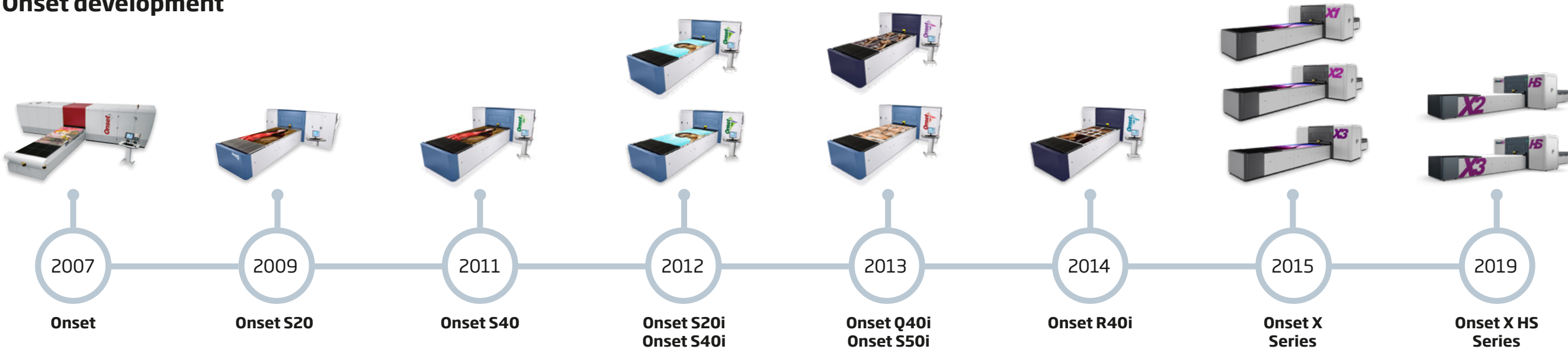
To complement the Onset X series, Fujifilm has developed and introduced four different ink systems to maximise the versatility of the platform. These include the highly versatile Uvijet OW, for general purpose display and POP applications, Uvijet OL and LM for more specialised applications requiring low odour and low migration properties, and the new Uvijet OX high adhesion ink system for printing on virtually any rigid plastics.

The next chapter

With over 100 installations around the globe, the Onset X range has established itself as one of the benchmark products in the high-end, large format sector and its influence has been transformative. For Inca Digital and Fujifilm, the launch of the new Onset X HS is just the most recent example of both companies' determination to continue to provide new levels of performance for printers in the high end graphic display and corrugated packaging markets.



Onset development



PLATESENSE expands its reach

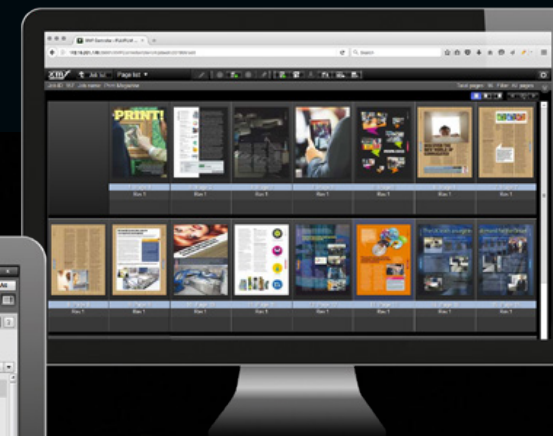
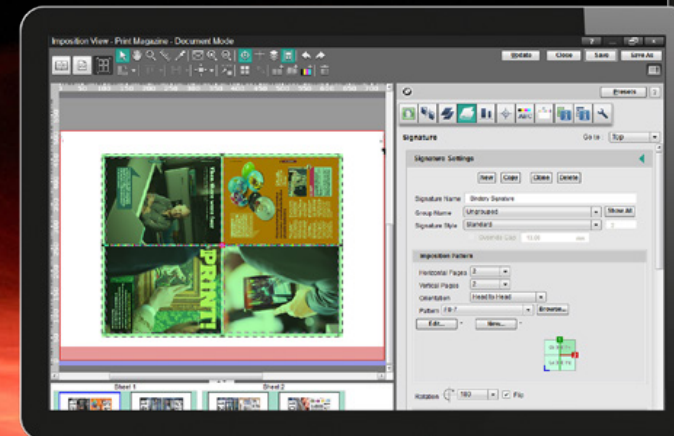
After a successful UK trial in 2018, Fujifilm's innovative PLATESENSE programme is now being rolled out around Europe, along with being expanded to include accessible new financing solutions that allow the benefits of the company's industry-leading workflow solution to be accessible by a much broader range of print businesses.

Fujifilm's radical new business process called PLATESENSE, that allows printers to more effectively administer or even outsource their plate production, is set to revolutionise the pre-press process for printers throughout Europe following a successful trial in the UK. Under this innovative new programme, Fujifilm delivers plates to customers when they need them, along with all associated CTP equipment and consumables, while also managing waste

and aluminium collection (helping to protect printers from plate price increases) and providing comprehensive processor maintenance, service and support. Extra services can also be rolled in, including options such as an upgrade to Fujifilm's industry-leading XMF Workflow solution and even the management of pre-press personnel.

All of this adds up to a simple, all-inclusive plate price which results in operational costs and

labour being reduced or freed up as Fujifilm helps to take the hassle away from managing the plate production process. This leaves offset printers to concentrate on running their businesses, and allows them to benefit from potential productivity improvements and operational cost savings. The programme offers an invaluable helping hand to boost profitability in a very challenging market.



"By making XMF available on subscription, print businesses get all the benefits of a world-class workflow solution, for an affordable monthly fee."

John Davies, Group Product Manager, Workflow, Fujifilm Graphic Systems Europe

"Let us do the dirty work, while you concentrate on running your business."



Workflow on subscription

Maximising efficiencies through workflow and automation improvements is also a vital area to any modern print business wanting to remain profitable and competitive, but the significant up-front cost of a new workflow system can be prohibitive for many companies, particularly smaller ones. Fujifilm has now addressed this problem head on by offering its comprehensive XMF Workflow solution as a subscription service rather than an up-front purchase. Forming part of the PLATESENSE programme, but also available as a stand-alone subscription, it makes XMF accessible to a huge range of new customers who could not have considered it otherwise.

John Davies, Group Product Manager, Workflow, Fujifilm Graphic Systems Europe

explains: "The Fujifilm XMF subscription service is a response to market demand. Many print businesses are unhappy with their current workflow solution, but struggle to justify the significant up-front cost of investing in an entirely new system. By making XMF available on subscription, print businesses get all the benefits of a world-class workflow solution, for an affordable monthly fee. The benefits, particularly to small and medium sized businesses with lower turnovers, will be substantial."

For many offset printers, the ability to use XMF on subscription as part of the PLATESENSE programme, could provide a highly cost-effective efficiency boost.

"Fujifilm XMF is one of the most comprehensive workflow

platforms for managing integrated production available anywhere," Davies concludes. "It has been carefully designed to meet the hugely varied production demands of sheet-fed, web and digital printers, and is based on Adobe's PDF Print Engine. Since its inception, it has led the way in combining the creative depth of Adobe's Creative Suite applications with efficient and streamlined print production. Our XMF ColorPath and Griffin planning software solutions are already available via subscription, so we see this service as the logical next step. We're delighted to be bringing the many benefits of XMF Workflow to a much broader audience."

For more information visit:
www.platesense.com

The drive for flexo plate innovation

Four years on from its launch, Fujifilm's Flenex FW water washable plates solution continues to boost quality and reduce costs and waste for flexo printers all around the world.

Over the last ten years, the growth in printed labels and packaging has soared as brand owners look for new ways to improve product appearance and shelf appeal in stores. While high quality product visibility is paramount to brands, minimising operational costs, maximising production efficiencies and decreasing carbon footprints are of equal importance, and the demands for a complete solution have led to the creation of alternative technologies in the flexo process.

Flenex FW

In 2015, Fujifilm launched Flenex FW, its new water-washable flexo plate solution, with the aim of allowing label converters to improve the simplicity and efficiency of their flexo plate production. Flenex FW offers significantly lower cost-in-use compared to thermal, solvent or other water-wash plate technologies. It contains rubber, so the effect oxygen has on the dot shape is kept to an absolute minimum, allowing for a 1% flat top dot to be achieved.

The total platemaking process takes only 30 minutes and, depending on the conditions, the highest flexo quality can be achieved. This is due to the reduced dot gain and better ink transfer, which provides clean, bright print results. The Flenex plate is also extremely durable, has fast exposure and requires only mild washout with water and soap.

Many printers and reprographic houses in Europe, USA, Africa and Asia have now experienced the benefits of

using Flenex FW, enabling them to increase the quality of their flexo print work and the number of applications they can produce.

Changing businesses for better

One of Flenex's earliest adopters, MPH Ltd, a UK repro house that supplies flexo plates to label and packaging printers, is clear on the benefits. Says MPH Business Development Manager, Craig Alderson: "It's a premium product at an affordable price, it has great ink transfer and high durability on long runs and we think it's the perfect flexo plate product for the broad range of customers we deal with."

Ticketmedia, a Brighton-based business specialising in the printing of advertisements on bus tickets, looked to Fujifilm's Flenex plates in order to expand its product offering. Says Jeremy Burbidge, Managing Director of Ticketmedia: "The flat-top dot was a significant factor in our decision to go with Flenex, as not only are we aiming to improve the print quality on offer to our current customers, but we are also looking to branch into other sectors, such as events tickets and labels, which have a greater surface area on which to print."

Finally, Spanish printer, Adhesivas Ibi, which produces adhesive labels for bottled products, required a high quality plate solution that not only reduced overall production and processing times, but also adhered to the company's beliefs: "As Flenex plates are water-washable with no chemicals involved, we have been able to remain true to

our environmentally friendly credentials," said Owner and Manager, Jose Luis.

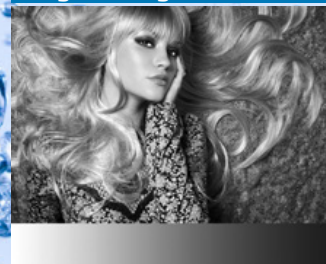
As competition on shelves increases, brand owners are looking for more ways to make their products stand out, so flexo printers have a hugely significant role to play in the market. Fujifilm, with its high quality, versatile plate solutions, is the ideal flexo partner, offering not just the ability to produce distinct and impactful print, but to do so while dramatically reducing costs and waste.

STOP PRESS: look out for further innovations regarding Flenex FW very soon!!

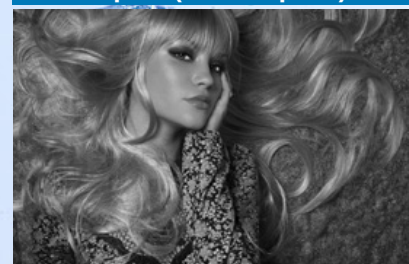
For more information visit:
www.info.fujifilm.eu/flexex



Original image



Solvent plate (round-top-dot)



Flenex plate (flat-top-dot)



"The flat-top dot was a significant factor in our decision to go with Flenex."

Jeremy Burbidge, Managing Director, Ticketmedia



"It's a premium product at an affordable price."

Craig Alderson, Business Development Manager, MPH



"We have been able to remain true to our environmentally friendly credentials."

Jose Luis, Owner, Adhesivas

