

FUJIFILM Sericol USA, Inc.
1101 W. Cambridge Drive
Kansas City, KS 66103
www.fujifilmsericol.com

Contact: Kristi Mendez, KMPR
630.859.7401
kristi@kmpr.com

2009 SGIA Expo – Booths #1301 and #1415

NGS Printing Selects Inca Onset S20 from FUJIFILM Sericol

Speed, capacity, quality, price: ‘It has everything we need’

KANSAS CITY, Kan. (Oct. 7, 2009) – FUJIFILM Sericol USA, Inc. announced the sale of an Inca Onset S20 UV flatbed printer to NGS Printing, located in the Chicago suburb of Elgin, Ill. Introduced earlier this year, the Inca Onset S20 delivers POP quality production at speeds up to 2,690 sq. ft. per hour on substrates up to 2” thick. The press, equipped with optional orange and violet ink, is the first to be installed in the Chicagoland area and just the second in the United States.

“We selected the Inca Onset S20 because it gave us the best of all worlds – speed, capacity, quality and price,” explains Mark Landrowski, vice president of operations at NGS Printing. “We looked at several other UV digital flatbeds and nothing came close to the quality and value of the Onset S20.”

Established in 1957, NGS Printing provides high-quality screen printing and digital graphics and serves some of the country’s largest consumer product companies and retail chains.

“This machine is a real leap in technology, as it’s going to allow us to go from eight beds per hour to 50 beds (63” x 126”) per hour. And the quality that is achieved with the full bed print array, coupled with the ability to produce variable finish from satin to gloss delivers enormous versatility in what we can print,” says Erik Landrowski, NGS’ vice president of sales. “It’s also going to change the level of quality and service we’re able to give our customers because we’ll now have more capability to handle smaller orders as well as variable printing demands and still meet tight turnarounds at an even more efficient cost.”

“Typically, businesses in our industry are able to offer a mix of screen printing and digital printing, but the addition of the S20 to our Spyder and three six-color inline screen presses

SERICOL

More than ink...Solutions.

FUJIFILM

Press Release

really provides us more horsepower than others in our industry,” adds Mark. “Providing a better blend of both screen and digital printing gives us tremendous flexibility to meet our customers’ needs.”

The new press is also in line with NGS’ aim to operate as environmentally friendly as possible. “Reducing energy consumption and reducing waste are two areas of focus for us. Compared to screen printing, the Onset S20 helps us achieve these objectives. Customers do want greener solutions and we know if we can offer it and deliver it at the same or better quality – at the same or better price – it will be a competitive advantage for us,” says Erik.

The Inca Onset S20 is sold exclusively in the United States by FUJIFILM Sericol and FUJIFILM Graphic Systems U.S.A., Inc.

“It’s been very important for us to find a partner like FUJIFILM Sericol that can provide a turnkey solution, everything we need in one place,” adds Mark. “Part of the reason the relationship with FUJIFILM Sericol has gone so well is because of the company’s business model, including vendor-managed inventory, and exceptional technical support. That matters. When making an investment, you immediately discount certain manufacturers or products that don’t have a strong track record. We didn’t want to have to worry about our equipment or the support we’ll receive.”

For more information on the Inca Onset S20 or for a live demo, please visit FUJIFILM Sericol at Booths #1301 and #1415 throughout the 2009 SGIA Expo or visit them online at www.fujifilmsericol.com.

About FUJIFILM Sericol

FUJIFILM Sericol USA Inc., headquartered in Kansas City, Kan., is a leading global manufacturer of printing inks with more than 50 years of formulation experience. With operations in more than 15 countries, FUJIFILM Sericol is a customer-focused company and a leader in the development of UV inks for the screen printing, narrow web and large format digital printing industries. The company takes pride in its reputation for pioneering new products and technologies, and setting the industry standard for technical service and customer support. More information about FUJIFILM Sericol is available at <http://www.fujifilmsericol.com/>.

About FUJIFILM

FUJIFILM Corporation (NASDAQ:FUJI) brings continuous innovation and leading-edge products to a broad spectrum of industries, including electronic imaging, photofinishing equipment, medical systems, life sciences, graphic arts, flat panel display materials, and office products, based on a vast portfolio of digital, optical, fine chemical and thin film coating technologies. The company was among the top 15 companies around the world granted U.S.

SERICOL

More than ink...Solutions.

FUJIFILM

Press Release

patents in 2008, employs more than 70,000 people worldwide and in the year ended March 31, 2009, had global revenues of \$24 billion. Fujifilm is committed to environmental stewardship and good corporate citizenship. For more information, please visit www.fujifilmholdings.com.

About Inca Digital Printers

Inca Digital Printers, part of the Dainippon Screen Group, is one of the world's leading pioneers and manufacturers of flatbed inkjet printing technology. The Eagle and Columbia printers set the early standards in flatbed printing inkjet technology. Today the groundbreaking Onset Series, the Turbo Plus and Spyder 320 range ensure that Inca's products remain at the forefront of productivity, quality and reliability. FUJIFILM Sericol manufactures and develops the UV inks used in Inca machines and sells the flatbed printers around the world. Our facility in Cambridge, UK, incorporates R&D, customer support, machine assembly and commissioning, a dedicated training facility and clean rooms for print head assembly and refurbishment. Around a third of staff is involved in R&D and significant investment here helps us maintain our position at the forefront of machine productivity, innovation, quality and reliability. www.incadigital.com

###