

## **Q and A with FUJIFILM BUSINESS INNOVATION (THAILAND) CO LTD**

1. What are some of the key trends that came into light in Thailand's printing industry during, and as a result of the recent pandemic?

Answer : Thailand print business is considered to be one of the biggest markets in South East Asia. And lately Printing industry has changed rapidly with the rising of e-commerce or digital era, including Covid-19 Pandemic that take important role of accelerating it. In result it changed consumer perception.

Now there are variety of products that use packaging & labels to deliver sales messages to compete in creative ways to serve every consumer generation . These are exponential growth on market driven application for instance packaging, label and value-added print like specialty color that have a high demand and increase in sales/print volume in every year.

According to print visionary, We as "Fujifilm Business Innovation" are obviously see the next future of print business in Thailand which it's very promising.

2. With the increase in e-commerce activities, especially food deliveries during the past 2 years, did you observe an influx of demand for premium printing designs?

Answer : Certainly , With the growth of e-commerce activities have an enormous impact on printing industry. Not only food deliveries but also for commodities goods. Entrepreneur or brands always looking and producing packaging and label that unique and distinguish their products in premium and creatives ways to compete in the competitive market.

As Fujifilm has been an expert in printing business, we have been observing and developing the product to suit customer needs by innovating printers and software with advance technology to make, produce applications with valued added . including serve the print on demand (POD) service as well.

3. Are there any current corrugated technologies that FUJIFILM adopt?

Answer : FUJIFILM has been around and expertise in graphic communications which includes commercial print, packaging, labels, print on demand and signage and printing workflow solutions for a long time. We deliver a diverse and robust portfolio of innovative technologies to drive digital transformation of application production, solutions and services. For corrugated packaging, We have our superior inkjet for those particular application not only for proofing but also real production capability ready for this market.

4. What are some of the sustainability strategies in place for FUJIFILM?

Answer : Fujifilm Group is committed to sustainability and all Fujifilm branded products are procured from suppliers with proven and internationally recognized environmental certifications. Our Suppliers are also regularly

audited according to Fujifilm Group's compliance standards and have received the global accreditations.

5. What are some of the latest products, innovations, and technologies, FUJIFILM will be introducing at PACK PRINT INTERNATIONAL 2022?

Answer : Fujifilm possesses advance technology in every business from photo imaging , health care to commercial printing. We have been developing & applying innovation and cutting-edge technology to expand and improve in every business group.

Fujifilm has always been strong in photo imaging and printing industry for a very long time. We focus and specialise not only photo market but see the important of packaging and labelling. With collaboration between FUJIFILM Business Innovation (Thailand) Co., Ltd., and FUJIFILM (Thailand) Ltd., to join and arrange the exhibition under Fujifilm brand , to forge synergistic partnership to step forward and strive to become No.1 Total Printing solutions

Hence , this year our theme of exhibition in Pack Print International is "Connect to The Future" since Fujifilm's production press and software can offer state of the art innovation of digital printing , supporting with automation solutions that will support and create value added to customer's packaging and labelling in digital era. .

Hence , we will present our latest production printer "Revoria Press PC1120' delivers printing quality at a high level with the latest innovation of a 6-color print engine enabling special toner including Gold, Silver, Pink, and White with high-definition for the more realistic and sharper image quality. This high-performance printer allows continuous print at high-speed with Artificial Intelligence (AI) that automatically corrects photo images, making printed colors look brighter. And **Jet Press 750S** with **SAMBA** inkjet printhead delivers ultra-high-quality suitable for different outputs ranging from packaging to high-end print.

Including Software Solutions to support touchless print workflow and Color management for serving customer as total printing solution.

Fujifilm's aim to help customer to stay one step a head of others in the digital transformation era or future era. Let the Business NEVER STOP together.

## Spokeperson

### 1. Mr. Masaaki Yanagiya

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### 2. Mr. So Maruo

**Title : Managing Director of FUJIFILM (Thailand) Co., Ltd,**

