

FUJIFILM MEDIA TECHNOLOGY GIVES TRADE PARTNERS A FIGHTING CHANCE

The New Year witnesses Fujifilm supplying the trade with a veritable arsenal of opportunity in terms of new technology and accredited media, all aimed at helping its retail partners to liberate their customers’ images from phones and tablets and vanquish competitors into the bargain. BPI News finds out more....

As 2018 begins in earnest, Fujifilm is providing its retail partners with a host of advantages when it comes to doing business. Not only have a group of its Original Photo Papers just been FSC (Forest Stewardship Council) certified, an official recognition that the company is being environmentally responsible, but it is also responding to recent Passport Office changes when it comes to the digital supply of passport photos, in order to ensure that its retail partners are fully up to speed and compatible. On top of this we hear how a Somerset museum has employed latest Fujifilm imaging techniques to showcase what rural life was like during the First World War. In short, Fujifilm is fighting the good fight for its retail partners on all fronts as this year gets underway.

YOUR FUJIFILM NEEDS YOU... FOR GREAT PRINTS OF THE GREAT WAR

Glastonbury-based Somerset Rural Life Museum recently turned to the expertise of Fujifilm to help fulfill its brief of a major new commemorative exhibition, showcasing the way the county was affected by the events of the First World War.

“For the exhibition Echoes of War I wanted to embrace latest imaging technology wherever possible when it came to display, but of course budget is always a key issue,” notes the museum’s Head of Design Lawrence Bostock. “I had discovered a profile that said it could handle digital wallpaper, so I contacted Chas Halsey, the expert MD at Focal Point Imaging in Exeter, and



Fujifilm wallpaper, self-adhesive media and fast drying photo satin papers were all used to create an immersive visual display for Somerset Rural Life Museum, showcasing just what an extensive range of products Fujifilm offers the photo trade



in turn Chas contacted Mark Wade, a senior imaging product specialist at Fujifilm, to get samples sent to us.” Luckily the museum had invested in a brand new super-fast Epson SCP20000 64-inch- wide large format printer and Fujifilm’s powerful ImageHunter RIP software, providing easy resizing, tiling and cropping. “I really wanted to save money by printing and fitting all the elements in-house, so Fujifilm sent us samples of



their personal matte wallpaper – and it worked perfectly,” continues Lawrence. “We used it in green branding stripes, rather than have to commit to painting areas of the wall and the apply vinyl. It was easy to print all the text, and then the images, all in one go. We used self-adhesive vinyl fabric media, which has a really good texture and is simplicity itself to apply to a wall. Mark helped us with technical support and a few of the tricks of the trade.



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The museum was able to utilise its Epson SC-P20000 64-inch printer utilising Fujifilm’s powerful RIP ImageHunter software to output large wall-sized imagery.

“I’ve been organising exhibitions for thirty years and I recall the days where we would need to outsource photographic black and white printed text panels, which we then over-mounted with our colour photographs. These were the old traditional methods – but this is now all about evolution. Just having the technology to design on the computer, press a button and see it come out at the other end on to media that you can handle yourself and simply adjust on a wall as you wish, is nothing short of brilliant! “This system also means we can save a great deal of money and we have become very proficient at it. The museum is now producing very high standard exhibitions and people can’t understand how we do it for the cost.” Focal Point MD Chas Halsey, adds: “Lawrence’s smart use of wallpaper, self-adhesive media and fast-drying Fujifilm photo satin papers—plus a little help from his friends at Focal Point and Fujifilm – has meant he could do everything in-house extremely cost-effectively.” Mark Wade, Fujifilm senior product specialist, concludes: “As Lawrence has seen, our equipment and media product line- up is constantly evolving to make things easier and ever more cost-effective for our clients. We are here to answer questions and deliver bespoke solutions.” For more on the above see: www.swheritage.org.uk/echoes-of-war www.focalpointphotographic.co.uk



Fujifilm Original Photo Papers awarded FSC certificate

A positive advancement arrives this month with the news that the company has been recognised as doing its bit for the environment. Its **Fujicolor Crystal Archive Album photo papers** have been awarded FSC (Forest Stewardship Council) certification and its prestigious ‘tick tree’ logo, following an independent audit by SCS Global services. The organisation states that ‘when you see the FSC logo on a label, you can buy forest products with confidence that you are helping to ensure our forests are alive for generations to come’. The system allows consumers to identify, purchase and use wood, paper and other forest products produced from well-managed forests and/or recycled materials. The new FSC certificate covers the following Fujifilm products: **Album Paper, Album HD Paper, Album Paper XS, Professional Velvet Paper Type S, plus Professional Textured Paper Canvas Type S.** As for what this news means for Fujifilm’s customers and retail partners, Marketing Manager Peter Wigington explains: “This FSC certification rewards Fujifilm



for being an environmentally responsible company. It can be used for FSC certification of both you and your photobook products. At all times FSC guidelines and principles must be followed. Please do get in touch if you’d like to find out more about how this can benefit your business. Looking forward, our current plan is to FSC certify our remaining CLP products.” In the meantime further information can be found at: www.fsc.org Check out the full range of Fujifilm Original Photo Papers at: www.originalphotopaper.com



“This FSC certification rewards Fujifilm for being an environmentally responsible company. It can be used for FSC certification of both you and your photobook products. At all times FSC guidelines and principles must be followed. Please do get in touch if you’d like to find out more about how this can benefit your business.” Fujifilm UK Marketing Manager Peter Wigington

A passport to print success

On the back of new Post Office procedures – announced just before Christmas – that will allow people who have photos taken in photo booths and at ‘professional digital photo shops’ to upload their photos directly to their online application forms, Fujifilm is offering its FDIS members a secure online storage resource for those wanting to offer exactly such a service. “Fujifilm are working with a third party to provide a secure online server,” Peter Wigington informs us. “We are also writing a short program patch that can be installed on their server that will create and print the URL code onto the passport print they sell to the customer. ‘It is likely there will be a small additional charge to cover the cost of managing the transfer and storing the file, though this is unconfirmed at the time of writing.’ The procedure is that the customer enters the URL code provided when they fill in their online form to retrieve the digital copy of the passport picture the retailer (or photo booth) has taken.

“This is a significant innovation which will give people applying for their passport more options than ever before,” believes Her Majesty’s Passport Office’s Director General, Mark Thomson. “It is the latest way in which we have harnessed digital technology to transform the way we deliver our services. We want to ensure we have a modern and easy-to-use service for our millions of passport holders and applicants.” Providers of digital passport photos who want to be able to offer this service will need to establish a secure process for storing and transferring their customers’ digital photos – which is what Fujifilm is providing its retail partners with. They will also need to ensure that the photos being shared with the customer are of the right size (around 3MB), right format (JPEG) and meet the existing rules for UK digital passports in terms of framing, lighting and face visibility and expression. Further info can be found at: www.passport.service.gov.uk/help/photo-codes

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