

Fujifilm Tilburg introduces a medium for night and day advertisement

FUJIFILM Manufacturing Europe B.V. has presented her newest product: Excellight Backlit Film. This is a carrier for illuminated advertisement messages, such as advertisement in a shop or at an airport. A feature of Excellight is that it gives a powerful reproduction of the colours both in the daytime and night time, more powerful than any other conventional technique. In the daylight the lighting is not necessary to get the message across. This is due to the quality of the coating and the way in which the ink is absorbed.

*Production in Tilburg*

Excellight BackLit was first shown at the Drupa 2008, the international exhibition for the graphic industry in Düsseldorf. FUJIFILM will provisionally start sales for Excellight in the European market. Excellight is developed in Tilburg and the production is also done at this location.

*Nice to look at*

Peter Struik, President of Fujifilm Tilburg is very clear about this: "Excellight is a good competition because it offers a quality which other products cannot meet. Each new product that we develop must simultaneously meet the market demands, meet the demands for quality and durability and also have an extra value for the customer. Excellight does this. In the daytime, the lighting in the advertisement boxes can be turned off, the product uses almost no ink and is completely recyclable. Moreover it is nice to see."

*New products*

Excellight is the third new product from Fujifilm Tilburg in a short period. Last year Fuji introduced Fuji album paper for the top segment of the market and Pearl paper, which has managed to capture a fixed place in the market. Recently it was made known that FUJIFILM will invest approximately 90 million euros in a new offset plates factory in Tilburg.

End press release

See also : <http://www.fujifilmdrupa2008.com>