

ANOTHER WINNER:

NATURECARE FRC

Champion Photochemistry's new **NatureCare FRC** Print Replacement Cartridge has received overwhelming welcome from the photo industry. Although not the only replacement cartridge available to replace Fuji Frontier chemical cartridges, **NatureCare FRC** is the first to be odor-free, the first to be cleaner operating, and the first to offer the highest quality color accuracy.

It's no wonder that Champion Photochemistry's well earned reputation for consistency and reliability has been reinforced with the introduction of **NatureCare FRC**. Incorporating a unique capping/sealing system, **NatureCare FRC** is designed as a drop-in replacement for Fuji CP-48S PC print cartridge used in Fuji Frontier equipment. Whether the photo-lab uses Fuji, Kodak, Agfa, Konica or Mitsubishi paper, Champion's **NatureCare FRC** will perform for the most demanding customers to deliver dependable, consistent and quality reproduction.

The new easy-to-use **NatureCare FRC** drop-in replacement print cartridge contains single part developer (P1) and single part bleach-fix (P2) in an easy-to-use package. All you have to do is invert the cartridge and insert it into a Fuji Frontier print minilab. Fuji Frontier owners who switch to **NatureCare FRC** are free to use other brands of paper such as Kodak, with the assurance that quality will be enhanced, or at least maintained.



NatureCare FRC Print Replacement Cartridges are available from most of the 105 Champion Authorized Distributors around the world. For more information on these products visit our website at www.championphotochemistry.com, or if you are planning to visit the annual PMA Trade Show in Las Vegas, February 12-15, 2004, please visit our booth No. F200.

Fuji & Frontier are trademarks of Fuji Photo Film Co Ltd; Kodak and Ektacolor are registered trademarks of Eastman Kodak Co; Agfa and AP 94 CD-R are registered trademarks of Agfa Gaevert AG; Konica is registered trademark of the Konica Corporation; Mitsubishi is registered trademark of Mitsubishi Paper Mills Limited; Fuji Hunt and ECI RA are registered trademark of Fuji Hunt Photographic Chemicals Inc.

Testimonial

"So easy to switch to FRC"

All over the world, photo lab operators are finding out how easy it is to change to **NatureCare FRC**.

According to Mr & Mrs Kim, owner/operator of Photo Master in Canada, "It's so easy to switch to **FRC**". Just insert the inverted **FRC** cartridge in exactly the same way as the cartridge from Fuji. "**FRC** has terrific quality and it works exactly like Fuji's" continued Mr Kim.

No longer are Frontier print processor users locked into Fuji's proprietary system. No longer are Frontier print processor users compelled to forfeit their bargaining position. Now Frontier users are free to break free and switch to the high quality Champion single part alternative. Freedom from restricted supply and artificially high processing costs.



Mr & Mrs Kim of Photo Master



Just insert the inverted **FRC** cartridge in exactly the same way as the cartridge from Fuji. it's so easy!

NEW & IMPROVED



Mydoprint Professional SP

Featuring brighter whites, more stability especially under low utilization conditions, and higher Dmax, with digitally exposed display material, new improved **Mydoprint Professional SP** is a clear, homogeneous single-part concentrate print developer that is unique. While all other photochemical manufacturers offer either multi-part pro developers (Kodak's 3-part Ektacolor RA Developer Rep RT, Agfa's 3-part AP 94CD-R Professional) or phases (Fuji Hunt's EC1 RA Professional Dev/Rep), Champion's new Professional SP is the only clear, homogeneous single-part professional developer in the market.

You can enjoy the ease and simplicity of clear, homogeneous, single-part technology, and still experience high Dmax when using digitally exposed photo sensitive material.

See for yourself, contact your Champion Photochemistry Authorized Distributor for a demonstration using digitally exposed material.

FotoFacts

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To contact Champion Photochemistry

please visit our Website at
www.championphotochemistry.com

CHAMPION OPENS SHANGHAI SUBSIDIARY

Champion Photochemistry Trading (Shanghai) Co. Ltd. ("CPC") has been established in a Free Trade Zone in Pudong, Shanghai, the largest industrial and commercial city of China. As a 100% owned subsidiary of Champion Photochemistry (Malaysia), the CPC office/warehouse will serve Authorized Distributors in China with goods manufactured at Champion, Malaysia.

For conventional color film exposures, China now exceeds Japan as the 2nd largest market in the world, and industry experts predict that China will overtake the USA within 5 years as the world's largest market. Under the leadership of B.T. Gan, General Manager, CPC has established a network of Authorized Distributors ("ADs") throughout China to serve its growing business.



Left: B.T. Gan - General Manager and Zhang Bei - Financial Manager, CPC.

Below: L - R: Zhang Bei - Financial Manager, Cai Qun Yi - Account & Adm. Assistant; Dai Qi, Sales Manager, CPC.



To support the ADs and their photolab customers, technical sales representatives are being appointed in the key regional markets. Technical symposiums are receiving an enthusiastic response from photo lab operators. For example, at two recent symposiums at Hefei, Anhui and Zhengzhou, Henan, the attendance at each exceeded all expectations.

When surveying the new ADs in China and lab operators as to why they favor Champion

Photochemistry, the responses we heard most often are (1) clean working odor-free chemicals with highest quality images; (2) avoid the middleman and deal with a manufacturer with photochemical specialist personnel, and (3) proven world class technology from USA/UK/Canada.

Top left to right: Wang Wei Sen - Marketing Manager; Yang Bin - Managing Director, Hefei Shouchuang Digital Imaging Supply; Philip Chin - President; B.T. Gan - General Manager, Champion Photochemistry at Hefei symposium.



Recent Trade Exhibitions

CHINA, BEIJING

China P&E - Imaging Expo China 2003 was organized by Köln Messe with China Culture & Office Equipment Professional Association (CCOEA). The Champion team were constantly on their feet attending to the endless flow of visitors to the Champion Photochemistry booth during the four day exhibition (September 7-10, 2003) in Beijing. Spreading the message of the world's first complete line of clear, single part concentrates in this large country, our team is committed to regularly conduct technical seminars all over China.

"This commitment to customer's success has earned Champion Photochemistry the reputation as The Photochemical Specialists in every market we serve, and our goal is to align even more closely with our customers here in China."



Busy booth at China P&E – Imaging Expo China 2003, Beijing.



"Gearing for Success" are (left to right): Philip Chin -President, Champion Photochemistry; Jerry Ong - Technical Sales Manager, Champion Photochemistry Malaysia; Mr Lu De Fu - Exec. Director; Mr Song - Director, Tian Yuan Photo Supply Co. Ltd., Beijing and (far right) B.T. Gan - General Manager, Champion Photochemistry China.

MEXICO CITY

The bi-annual Comfot Trade Show was held in August this year at the World Trade Center in Mexico City. Champion Photochemistry was represented by its Authorized Distributor, Corporacion de Oriente ("CDO").

CDO exhibited all the Champion Photochemistry Single Part products along with their other product lines, and found this new single part line generated a lot of excitement with existing and new customers. CDO plans to expand its selling effort in Mexico this year and next by bundling their products into an attractive package that will raise some eyebrows.



Front left to right: Russ Ewig - VP Sales; Kate Woods - GM & SVP, Champion Photochemistry Americas Region; Tanetoshi Hirasawa - Director, Corporacion de Oriente.

Back left to right: Antonio Perez-Technical Manager; Hans Sunderman-Sales Manager; Hiroshi Kosugi-Digital Manager, Corporacion de Oriente

BUENOS AIRES



Eduardo Hinz - Director of Best Color and his staff.

The Foto Imagen '03 Trade Show was held in Buenos Aires, Argentina November 7-9. Champion was represented by their Authorized Distributor, Best Color. The show was very well attended and confirmed that the economy of Argentina is on the upturn. Best Color conducted a full technical seminar, during the show demonstrating their strength as true Photochemical Specialist. Best Color is the only company in the Argentine market selling all single part products. This has helped them increase sales substantially this year.