

# PhotoXport gets 'green' light from Noritsu

The big news this month is that **Noritsu** mini labs have a new UK, Ireland and Iceland distributor: Leicestershire based **PhotoXport Global Limited**, formerly Nexus International. Noritsu's partner is promoting the union with the message 'green is here to say' – referring both to the green strip adorning the latest gear, and also the fact that the brand is very much back in business.

PhotoXport MD Derek Fieldhouse tells us his firm is on very good terms with Noritsu's prior distributor **Colour Confidence**, who have been 'instrumental' in ensuring a smooth handover. "We believe this is a bold step that will strengthen our position in the photographic retail market, and to assist with this endeavour we are currently offering promotional prices," Derek explains.

"It's a win-win situation for both our companies, helping us get the Noritsu brand back in the UK and Ireland markets," adds Noritsu President Michio Fujimoto. The two companies formalised their arrangement at Photokina in Cologne.

PhotoXport, who previously had a relationship with a subsidiary of Noritsu in Japan, will now be rolling out the very latest models to the trade, with three labs spearheading the charge. Derek tells us that his company will be taking "an aggressive stance" as regards re-instating Noritsu to where he feels the brand belongs in the UK and Irish markets.

## Deals of the month

For those interested in replacing or upgrading their silver halide minilab solution there is the next generation **Noritsu QSS-3801G** lab, which offers the advantage of what's claimed to be the highest possible photographic quality at 640x640 dpi. It's being pitched as offering value added services, a more efficient workflow and lower overall print costs. Furthermore peace of mind is offered thanks to a five-year Noritsu warranty. Now available at "a lower cost than you think" according to Derek, there is also a part exchange program offered.

Leicestershire based PhotoXport is the new UK distributor for Noritsu mini labs. With promotional trade deals promised to get the brand back in the headlines, BPI News speaks to PhotoXport's MD Derek Fieldhouse to find out more...



Noritsu QSS Green (above) and 3801G systems can be configured to suit all levels of daily demand

Alternatively there are two dry lab options. The Noritsu QSS Green II joins the existing QSS Green minilab, released earlier this year. The former is described as offering 'top notch' quality, and possessing all the features of the popular D1005HR, with expanded sheet paper support. See the promo video at

<http://youtu.be/OkaCBaF9eaU>

The **Noritsu QSS Green** minilab is equally as innovative, affording duplex printing on different surfaces from different paper manufacturers – a unique proposition – affording the ability to produce photobooks. Pitched as the 'de-facto standard' model, the QSS Green supports a 69.2-inch paper advance and the ability to change the height of the print stage at will. See its video at

<http://youtu.be/OBPCnR5Zpvo>

"Noritsu products are superb," Derek Fieldhouse enthuses, "the engineering is first class and we're attuned to the new market conditions by concentrating on a core range of models. We're offering dealers a three-year package for peace of mind with a preferential price on the machine. **Veritek**, who also work with Boots, Asda and Sainsburys, do all our installations. They know Noritsu and are just about the biggest name in support.

"The two dry systems are the ones currently selling the most in Europe, but I feel there is a lot of untapped potential for the **QSS-3801G** as there are a lot of people out there with ageing Noritsu wet systems who won't go dry. The real selling point is that it's permanent HD – producing prints at 640x640 dpi. Retailers can therefore enjoy the edge by saying they offer 'HD' prints, and without any slowdown in output, thanks to its completely new laser system.

"The dry labs in the green line up are fantastic pieces of kit too. The **Green II** is a proper industrial machine, built for a hammering and to produce millions and millions of prints. It's got the industrial build of a wet lab, with a dry lab engine. That's exceptional. We've sold Noritsu machines that have produced 28 million prints, that are still running as well as the day they were made!"

[www.PhotoXport.com](http://www.PhotoXport.com)

For trade deals, get in touch with MD Derek Fieldhouse or UK Sales Manager Richard Avery on 0116 2675907