

PTSG in the picture with FujiFilm

3 years ago



[Premier Technical Services Group Ltd \(PTSG\)](#) has been contracted to deliver specialist electrical service for FujiFilm.

The contract will see engineers from [PTSG Electrical Services Ltd](#) install a brand-new lightning protection system to multiple structures at FujiFilm Broadstairs – the R&D and manufacturing site in Kent.

Fuji Photo Film Co., Ltd. was established in 1934 as a subsidiary of Daicel with the aim of producing photographic films. Over the following 10 years, the company produced photographic films, motion-picture films and X-ray films. In the 1940s, Fuji Photo entered the optical glasses, lenses and equipment markets. After the Second World War, Fuji Photo diversified, penetrating the medical (X-ray diagnosis), printing, electronic imaging and magnetic materials fields. In 1962, Fuji Photo and UK-based Rank Xerox Limited (now Xerox Limited) launched Fuji Xerox Co., Ltd. through a joint venture.

The new millennium witnessed the rapid spread of digital technology, and demand for photographic films plunged in line with the growing popularity of digital cameras. In response, Fuji Photo implemented management reforms aimed at drastic transformation of its business structures. Even as early as the 1980s, the company had foreseen the switch from film to digital, so “it developed a three-pronged strategy: to squeeze as much money out of the film business as possible, to prepare for the switch to digital and to develop new business lines.”

Image: Shutterstock