

## News Release

# Don't just click it any longer, 'Fujit' says Hayleys Consumer

In this age of SMS-driven linguistic shortcuts and communication devices that take pictures, snap-happy Sri Lankans have been given a new word -- 'Fujit' -- to describe the activity and process of photography as a fun pastime.

Conceptualized by Hayleys Consumer Products Limited (HCPL), sole representative in Sri Lanka for Fujifilm as an inspiration for a new campaign to enthuse amateur shutterbugs, 'Fujit' (pronounced Foo-jit) also celebrates the dominance that the brand has achieved in the local market.

Says Trevor Reckerman, Director and CEO of HCPL: "From film rolls to processing chemicals, photo printing paper and digital minilabs, Fujifilm is now THE photography brand in Sri Lanka. Whether one says click-it, save-it, process-it or print-it, Fujifilm will be there; so why not simply say Fujit?"

He disclosed that Fujifilm now accounts for 62 per cent of the film rolls and 54 per cent of the photo printing paper used in Sri Lanka and has set up more than 68 per cent of the digital minilabs in the country.

"It is a natural progression that dominant brand names evolve into generic synonyms for their categories," Selvaratnam Nimal, the Head of the Imaging & Information Business Unit of Hayleys Consumer elaborated. "We plan to provide a catalyst for this process with a series of exciting campaigns and promotions in the year ahead that will win over more fans for Fujifilm and ignite a new wave of clicking in Sri Lanka."

“Clicking is no longer reserved for special occasions, and we would like to encourage capturing life in all its candid best,” he said.

Hayleys Consumer has enlisted the zest of glamour girl Anarkali Akarsha and the vibes of the popular Sinhala musician Nalin Perera of ‘Marians’ for a series of multimedia campaigns that will launch ‘Fujit’ to an already receptive audience during the month of May.

Targeted largely at the amateur market, (in the professional segment Fujifilm already claims an 80 per cent market share) the Fujit campaign also intends to remind new generation shutterbugs of the romance of printing their photos to preserve memories for generations to come.

“Mobile phone cameras and digitals provide instant fun, but nothing can match the nostalgia that is triggered by prints stored in albums,” Mr. Nimal points out.

As part of the Fujit campaign, Hayleys Consumer plans to introduce new quality compact cameras from Fujifilm at special prices, inviting enthusiasts to simply ‘Fujit’ with Fujifilm.

***(Ends)***