

Price Revision for Mitsubishi Grace Paper

Mitsubishi Paper Mills Limited has announced that it will raise the price for its color photographic paper, Mitsubishi Grace Paper, commencing with orders from February 1, 2011 shipment.

The prices for key raw materials, such as silver, pulp and resin have continued to rise considerably. In addition, the energy cost such as the price of crude oil remains at high levels.

Mitsubishi Paper Mills Limited has undertaken various steps to reduce costs and improve productivity, but despite these efforts, it can no longer absorb these soaring costs.

In order to maintain a steady supply given these severe circumstances, Mitsubishi Paper Mills Limited has decided to implement price revision, as detailed below.

1. Effective date :               Orders from February 1, 2011 shipment
  
2. Increase rate :               Around 15%
  
3. Product :                     Mitsubishi Grace Paper

For inquiries about this media release, please contact:  
Mitsubishi Paper Mills Limited, I&D Company, Digital Imaging Sales Department  
T. Murakami (TEL) +81-3-3213-3734