

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 Mid August 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. That is why we announced the price revision in December, 2010, so that we can maintain a steady supply under these severe circumstances.

After that, the price for silver still continues to rise to become the highest level ever before. Mitsubishi Paper Mills Limited has decided to implement a further price revision, as detailed below.

1. Effective date: Orders from August 15, 2011 shipment
2. Price Increment: US\$0.20/m², Euro0.15/m² on current price
3. Product: Mitsubishi Grace Paper

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