**12th April 2018**

**One thousand and counting: Turkish industrial printer snaps up 1000th Fujifilm Acuity LED 1600**

*Fujifilm marks 1000th global installation as Istanbul-based Elitronik confirms purchase of Acuity LED 1600 II to complement Acuity LED 1600 installed in May 2016*

Four years on from the launch of the Acuity LED 1600 and two years on from the launch of the updated Acuity LED 1600 II, Turkish industrial printer Elitronik has purchased the 1000th unit of this robust, versatile machine in the world.

Popular with wide format and packaging printers globally, this hybrid platform is increasingly highly regarded by industrial printers. Elitronik, which produces membrane switch graphic overlays for the electronics industry, found the UV inkjet technology of the Acuity LED 1600 to be a revelation. Moving from a screen printing process to inkjet, Elitronik was able to increase quality, slash delivery times, win new business and more than triple its annual turnover.

“Our sector uses screen printing almost exclusively,” says Elitronik owner and founder Müge Elif Özaslan. “This can be a costly and time-consuming process, with lots of room for human error. In 2015 we began looking at technology that could take our company to the next level and digital UV looked to be the most promising method. We talked with a few different suppliers, but Fujifilm seemed able to deliver the best quality and they were by far the most helpful and responsive. They allowed us to trial an Acuity LED 1600 at our factory, so we could be sure it was going to deliver the improvements we needed. Throughout the whole process Fujifilm gave us tremendous support and we started seeing results almost immediately. We began winning new business, and jobs that would have taken a week or more were finished in one or two days.

“Sample preparation used to be a huge inconvenience – time-consuming and expensive. Now, with the Acuity LED 1600, it’s a simple, seamless process. Across the board we’re seeing huge time and cost savings. Productivity is up, profitability is up and business is still growing – so to make the most of that opportunity we made the decision to purchase a second machine, an Acuity LED 1600 II.”

Says Tudor Morgan, Segment Manager, Sign & Display at Fujifilm Graphic Systems Europe: “Reaching 1000 sales of the Acuity LED 1600 platform globally is testament to its reliability, quality and versatility. This 1000th sale is particularly pleasing as it demonstrates that the potential for this machine to transform businesses goes well beyond the traditional graphic display and packaging markets. The Acuity LED 1600 II is a printer with huge industrial potential and we’re delighted that a company of Elitronik’s standing and reputation in their industry has confirmed this so emphatically with their purchase of a second machine to run alongside the first.”

**ENDS**

**About FUJIFILM Corporation**

FUJIFILM Corporation is one of the major operating companies of FUJIFILM Holdings. Since its founding in 1934, the company has built up a wealth of advanced technologies in the field of photo imaging, and in line with its efforts to become a comprehensive healthcare company, Fujifilm is now applying these technologies to the prevention, diagnosis and treatment of diseases in the Medical and Life Science fields. Fujifilm is also expanding growth in the highly functional materials business, including flat panel display materials, and in the graphic systems and optical devices businesses.

**About Fujifilm Graphic Systems**

Fujifilm Graphic Systems is a stable, long term partner focussed on delivering high quality, technically advanced print solutions that help printers develop competitive advantage and grow their businesses. The company’s financial stability and unprecedented investment in R&D enable it to develop proprietary technologies for best-in-class printing.  These include pre-press and pressroom solutions for offset, wide-format and digital print, as well as workflow software for print production management. Fujifilm is committed to minimising the environmental impact of its products and operations, proactively working to preserve the environment, and strives to educate printers about environmental best practice. For more information, visit [www.fujifilm.eu/eu/products/graphic-systems/](http://www.fujifilm.eu/eu/products/graphic-systems/), or [www.youtube.com/FujifilmGSEurope](http://www.youtube.com/FujifilmGSEurope) or follow us on @FujifilmPrint

**For further information contact:**

Daniel Porter

AD Communications

E: [dporter@adcomms.co.uk](mailto:dporter@adcomms.co.uk)

Tel: +44 (0)1372 464470