**4th July 2018**

**Fujifilm announces world’s first super-wide Acuity Ultra installation**

*UK creative production business, Echo House, is first company in the world to invest in Fujifilm’s new, high-quality, high-productivity, super-wide printer*

With the sale confirmed at FESPA 2018, the machine was installed and began operation at Echo House’s premises in Surbiton, Surrey in June.

“We are a design-led business aiming to push the boundaries for our clients,” says Peter Onyskiw, Technical Director at Echo House. “Specialising in every aspect of the creative production process, from design through to fulfilment and installation, our extensive knowledge and experience within the Luxury Goods Retail Market, world renowned Museums, and the Exhibitions sector, allows us to achieve the highest standards, no matter what the challenge.

“We have always invested in state-of-the-art technologies to operate alongside our creative design and experienced project management teams. We offer the complete spectrum of in-house production facilities, from the finest large format print to stunning multi-media fabrication and cutting-edge, large and small format 3D printing.

“We see the Fujifilm Acuity Ultra as the perfect new cutting edge addition to Echo House,” Onyskiw concludes. “It will sit alongside our current specialist print technology to continue offering our clients the finest quality production.”

Available in either 3.2 or 5m widths, and capable of delivering exceptional quality, the Acuity Ultra makes the production of high-end graphics much more profitable than ever previously possible. With a 3.5pl drop size ensuring the highest possible quality – comparable with litho and leading water-based ink systems – the machine is ideal for the high-end, indoor display market, especially for luxury brands. Furthermore, the format size, multi-roll potential and impressive speed give it the ability to print these high-value applications quickly and efficiently.

Says Kevin Rhodes, Marketing Applications Manager, Fujifilm Speciality Ink Systems: “Echo House has been a valued customer of Fujifilm for a number of years and we’re delighted now to be providing them with a solution to take their large format graphics production up yet another level. With the ability to print at production speeds in excess of 200m2 per hour at a 3.5pl drop size, the Acuity Ultra is set to revolutionise the large format, high-end interior graphics marketplace and we’re delighted that Echo House has been the first to recognise its tremendous potential.”

**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

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