**5th February 2017**

**Alphagraphics introduces Fujifilm Acuity LED UV range to Ireland**

Belfast-based print and signage consumables supplier, Alphagraphics, has recently celebrated its 30th anniversary by introducing the Acuity LED UV printer range to the Irish market. Originally conceived as a litho ink distributor, Alphagraphics has steadily expanded its portfolio over the subsequent three decades and – keen to tap into the hardware needs of its ever growing wide-format consumables market – the company has invested in its own Acuity LED 1600 II to provide in-house demonstrations.

Having developed strong relationships with customers within a variety of industries, Alphgraphics saw the Acuity LED 1600 II as a perfect fit for its current customer base. “This is an exciting time for us,” says Managing Director, Wesley Moody. “We have been marketing Fujifilm’s pre-press hardware for a long time, so in today’s market moving into the wide-format arena is a natural progression for us and has created a lot of interest amongst our customers.”

The ability to add value to print through applying white ink and clear ‘varnish’ simultaneously with the 6-colour base is something Alphagraphics feels will strongly appeal to its customers. “We are all about adding value where possible, and the Acuity LED 1600 II certainly delivers on that front,” says Sales Manager Patrick Sherry. “The versatility it can offer from high-end prototypes in the carton printing sector to innovative designs on rigid display materials is something that will appeal to our diverse client base.”

The support and service offered by Fujifilm to Alphagraphics during this period of change is highly praised by Moody: “Our close working relationship with our suppliers has always been important to us, so we see this very much as a partnership with Fujifilm, who have been instrumental in our move in this direction. The Acuity range presents options for a wide variety of applications and we see our current markets as only part of the picture and hope to bring the models to a wider audience.”

Having attended the launch of the Acuity range during Alphagraphics 30th anniversary Open Day, Nigel Briggs, National Sales Manager (Dealers), Fujifilm UK comments: "Following on from its very successful open day in September, we are working with Alphagraphics to promote the whole of the Fujifilm Acuity range across Ireland. Alphagraphics has the perfect environment for demonstrations and trained staff to advise on the many diverse applications these devices can produce – all of course backed up with Fujifilm’s experience and support."

More information about Alphagraphics and its Acuity LED 1600 II can be found here: <https://aginks.com/>

**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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