**18th August 2016**

**Jet Press 720S obtains FOGRA and GRACoL certification**

Fujifilm today announces that its hugely successful B2 inkjet press, the [Jet Press 720S](http://www.fujifilm.com/products/graphic_systems/commercial_digital_printing/jet_press720s/) – now with over 80 installations globally – has received further stamps of approval in obtaining FOGRA and GRACoL certification.

Winning FOGRA approval represents a vote of confidence from the respected German-based graphic technology research association, and provides yet more evidence that the Jet Press 720S is a technology whose time has come – delivering unrivalled productivity, flexibility and quality to customers who wish to transform their businesses today. This accreditation certifies the press for five configurations, across a variety of substrates and three target print conditions: FOGRA39, FOGRA51 and FOGRA52.

Says Falko Wagner, Systems Specialist, Digital Print Solutions EMEA at Fujifilm Europe: “Obtaining FOGRA VPS (Validation Printing System) certification for the Jet Press 720S confirms what all our customers around the world have already discovered first-hand – that as well as being an extremely versatile, high productivity press – the Jet Press 720S produces work of the highest quality with levels of accuracy and consistency that most other presses would struggle to match.“

FOGRA’s comprehensive accreditation process takes several weeks to complete and involves extensive testing across multiple areas – including the following:

* Proofing substrate colour and gloss
* Permanence and light fastness
* Fading
* Rub resistance
* Colour accuracy
* Tone value reproduction limits/Reproduction of vignettes
* Image register and resolving power
* Colorimetric tone value reproduction
* Homogeneity
* Consistency
* Margin information
* PDF/X conformance

In addition to FOGRA – the Jet Press 720S has also recently achieved GRACoL certification in the USA. This accreditation from a highly respected American print standards authority has provided yet another boost to the hugely successful Jet Press 720S platform – confirming still further its reputation for reliable, consistent high quality.

**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