**26th September 2016**

**UK Jet Press 720S momentum builds with Greenshires Group installation**

Fujifilm today announces that commercial and wide format printer, Greenshires Group, has this month installed a [Jet Press 720S](http://www.fujifilm.com/products/graphic_systems/commercial_digital_printing/jet_press720s/) at its site in Leicester. With over eighty installations worldwide, Jet Press 720S technology has been well and truly embraced by the industry. Refined and enhanced in recent years, it remains unmatched as a commercially available, offset quality, B2 inkjet press.

A highly respected and experienced B1 litho and small format digital printer, Greenshires recognised the need for a high quality B2 digital press as they saw their business shifting rapidly to shorter runs of increasingly high quality.

“We were blown away by the quality of the Jet Press 720S to be honest,” says Greenshires Managing Director Richard Dalby. “We knew it was good – but it wasn’t until we saw it in action at drupa this year that we appreciated just how good it is. The Fujifilm inkjet technology that drives it seems to be becoming something of an industry benchmark.”

Immediately after his return from drupa, Dalby arranged a visit to the Fujifilm Advanced Print Technology Centre in Brussels where he presented the Jet Press 720S with eighteen of the most challenging jobs he could come up with. “The quality of the results genuinely astonished me,” says Dalby. “I am what you might call a litho purist, and even with the great strides in digital print technology of the last few years I still tend to be sceptical of the extent to which it can truly match litho for quality. In the Jet Press though, Fujifilm has delivered a B2 inkjet press that is not only a genuine quality match, it also works like a litho press fitting into our existing workflow systems with minimal disruption.”

Having explored all other options – including the upgrading of its existing digital press and holding talks with other suppliers and manufacturers – Dalby is convinced that Greenshires has made the right decision in investing in the Jet Press 720S. He concludes: “The Fujifilm team has been fantastic to work with through the sales process and they have handled the installation seamlessly. We’re now in a position to be able to take on a range of high quality, short run work that we couldn’t before – putting our business in the strongest possible position going forward.”

Says Keith Dalton, Managing Director, Fujifilm UK: “Having watched the global momentum of this press building over the past year, and the huge interest shown in it at drupa – we’re delighted that Greenshires is now set to experience all the benefits that it offers. The professional and meticulous approach Greenshires has taken in making their decision has been impressive, and with print suppliers needing to find new approaches, Greenshires has ensured that it is well-placed to take on the challenges of an ever changing market.”

**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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