**29th May 2019**

**Belgian wide format print business snaps up Fujifilm’s Acuity Ultra**

*Following a handshake confirmation of the sale at the Fujifilm stand during FESPA, HECHT is set to install an Acuity Ultra next month*

A long-time Fujifilm plates customer, HECHT has now secured its first Fujifilm inkjet investment with its purchase of an Acuity Ultra. The machine will be installed in June 2019.

High-end, large format printer HECHT, which has additional locations in France and the Netherlands, was acquired by Koramic Visual Communication Group in 2017 and immediately set about expanding its already substantial production capacity.

“We were looking to expand production capacity at HECHT following the acquisition and we investigated and ran tests on a number of different machines to help us to do that,” says Rik Deman, CEO of Koramic Visual Communication Group. “Ultimately, there were two decisive factors that led us to conclude that the Acuity Ultra was the right machine for us. First, we found that the Acuity Ultra offered an unrivalled combination of speed and quality and, secondly, it also has an excellent and very fast white ink printing option.

“The latter point is particularly important to us as we see the high-end, backlit graphics market and the out-of-home advertising market as key growth areas. Being able to print white ink at exceptional levels of quality, and to do so quickly and efficiently, will be key to driving growth for our business in this sector.”

Nils Gottfried, Wide Format Inkjet Product Manager at Fujifilm Graphic Systems EMEA adds: “The Acuity Ultra has made a huge impression on the superwide format graphics sector since its introduction at FESPA last year. We’ve been working hard to enhance and develop its capabilities even further and we’re delighted to see yet another European business recognise the unique combination of benefits it offers.”

**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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