**15th September 2016**

**Fujifilm makes its The Print Show debut**

Fujifilm will be exhibiting at The Print Show for the first time at the NEC in Birmingham (11th-13th October, stand C40). Fujifilm will use its debut to showcase the many creative and commercial benefits of its wide format applications under the slogan “Go Creative, Be Creative”.

Keith Dalton, Fujifilm Graphic Systems UK Director says: “The Print Show is an ideal platform to demonstrate our capabilities to the UK market and those UK companies that didn’t have an opportunity to get to drupa this year. Representatives from a number of our national partners including Service Offset Supplies, Mayday Graphic Products, Offset Supplies and Intuprint will be on hand on the Fujifilm stand to discuss with visitors all the possibilities in print with Fujifilm.”

The stand will feature an Acuity LED 1600 II, as well as an extensive range of samples produced on the Jet Press 720S, to demonstrate to visitors the incredible versatility and creativity that can be achieved using Fujifilm Inkjet Technology.

During The Print Show, Fujifilm’s stand will be hosting live demonstrations on the Acuity LED 1600 II. This press performs at speeds of up to 33m2 per hour, has the ability to print on a wide range of applications and offers simultaneous multi-layer printing with colours, white and clear.

Also on the stand, in addition to the 1600 II, video demonstrations of the Jet Press 720S will be on display to showcase the creative possibilities of the press, alongside print samples. These demonstrations will give UK customers who missed out on this year’s drupa a chance to see why this machine has had over eighty installations worldwide, and how they can transform their businesses today.

Dalton concludes: “The aim of The Print Show is to encourage one-on-one customer engagement with UK printers. This focus and its size means visitors really have the time to discuss their business needs with exhibitors in much more detail in a more personable environment. We are looking forward to a highly successful and productive three days in Birmingham.”

The Print Show 2016 is taking place 11th-13th October at the NEC in Birmingham. For more information visit [www.theprintshow.co.uk](http://www.theprintshow.co.uk).

**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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