**18th June 2019**

**Russian large format specialist invests in Fujifilm’s Acuity Ultra**

*Moscow-based We R.SIGNS, which confirmed its investment just prior to FESPA 2019, has become the second Russian company to invest in Fujifilm’s superwide format Acuity Ultra.*

An expert in large format signage production and outdoor advertising, We R.SIGNS employs over 500 members of staff and is one of the largest companies servicing the outdoor and indoor print markets in Russia.

In order to continue developing its product portfolio, which includes banners, posters and billboards, We R.SIGNS has invested in Fujifilm’s ground-breaking superwide printer, the Acuity Ultra. “The quality of the print work produced on the Acuity Ultra was one of the main reasons for our decision to invest,” says Andrey Nikulin, Vice President at We R.SIGNS. “It fits in perfectly with our large format and outdoor advertising product offering, and its versatility is key to us providing our customers with a variety of high quality printed work.

“The Acuity Ultra will also be an essential part of our presence at exhibitions, as it will allow us to demonstrate to potential customers the high standard of print work that we can achieve.”

Nikulin explains how the company’s positive relationship with Fujifilm was also a decisive factor: “We have used Fujifilm products in the past, including Onset and Uvistar platforms, which have helped us to enter new markets. The company’s expert sales and technical teams have always been a pleasure to work with too.”

Nils Gottfried, Wide Format Inkjet Product Manager, Fujifilm Graphic Systems EMEA, says: “We’re delighted to see the Acuity Ultra continuing to make a significant impact in the superwide format graphics sector. With eleven international sales confirmed since its launch last year, it is clear that the Acuity Ultra’s capabilities are being recognised and we’re determined to continue pushing its outstanding quality into the 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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