**5th April 2018**

**Spanish wide format printer’s triple Fujifilm Acuity investment boosts quality and productivity while slashing lead times**

*La Digital Impser assesses the benefits a year on from installing an Acuity F, an Acuity LED 3200R and an Acuity LED 1600 II*

The La Digital Impser story has three milestones: one of them was in 1998, when digital print business La Digital was founded, and another was some decades earlier, when Impser, a respected screen printing company, was started. The third milestone was reached several years ago, when the two companies combined to become La Digital Impser. The company now employs twenty people and, offering a complete service to its clients from consultation to production to finishing, it prides itself on being much more than just a printing company.

Located in Girona, in north-east Spain, the company serves a huge range of customers, including graphic design agencies, interior decorators and sign-makers, throughout the country and in southern France.

Having worked over the years with water-based inks, eco-solvent and latex, La Digital Impser now sees UV and LED UV inks as the technology that best meets the needs of its customers in terms of performance and quality, leading it to make a triple Fujifilm inkjet investment in early 2017, investing in the ultra-high productivity Acuity F flatbed, the Acuity LED 3200R roll-to-roll printer, and the creative and versatile Acuity LED 1600 II hybrid.

"Our clients aren’t interested in the technology we use to create their work,” says Jordi Presas, Screen Production Director at La Digital Impser. “But they are interested in the quality of the finished product and the speed with which it is delivered. They trust our judgement to select the best process to deliver them what they need. What sets us apart is our ability to guide our clients and make detailed recommendations for them and, of course, the speed and flexibility with which we can deliver a high-quality, finished product.”

Robert González, La Digital Impser’s Digital Production Director, cites the quality and productivity of the Fujifilm Acuity printers as the key reason they appealed to him and his team. “In the case of the Acuity F,” he explains, “its productivity of up to 155m2 per hour allowed us to slash delivery times, and the white ink option gave us the opportunity to offer further benefits to our customers. The Acuity LED 3200R gives us high-quality and highly productive, roll-to-roll printing, while the Acuity LED 1600 II offers us the important benefits of white ink and clear varnish.

“Overall, the investment has allowed us to reduce costs, increase productivity and improve the quality of the finished products and the speed with which we can deliver to customers. Products that used to take between two and three days to complete can now be produced in a single morning.

“Equally important in the investment decision was the support that Fujifilm was able to offer. From the start they have felt very much like partners in our business and even now, a year on from the installation, they remain attentive and quick to assist on the rare occasions that there is a problem with one of the machines.

“The integration of these printers into our workflow has been remarkably straightforward. We received comprehensive training and have found it easy to get the best out of them. The LED roll-to-roll machines can even be left to operate unattended for long periods of time.

“This investment and our ongoing partnership with Fujifilm has given us the confidence to grow,” Presas concludes. “We see our core customer base of graphic designers, interior decorators and sign-makers remaining the same, but, with the technology we now have at our disposal and with Fujifilm’s support, we also feel we now have the ability to target end-users and consumers.”

Says Joan Casas, Manager, Fujifilm Graphic Systems Spain: “La Digital Impser is a company focused on delivering the absolute best to its customers. We are delighted that they have chosen to partner with Fujifilm as they grow their digital print capability and we are also delighted that they have recognised the huge potential of the Fujifilm Acuity range to boost productivity and quality. We look forward to helping them to grow their business in the coming years.”

**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

Tel: +44 (0)1372 464470