**30th August 2018**

**Discover the possibilities of digitally printed decor with Fujifilm**

For the first time ever, visitors to Maison & Objet (M&O), will be able to see first-hand how they can create high-quality wallcoverings using digital print technology.

From 7th to 11th September 2018, Fujifilm will exhibit at M&O, showcasing its Acuity LED 1600 II wide format inkjet printer and explaining how it can help interior decorators produce luxurious and impactful wall graphics as well as a host of other décor applications.

Digital print for interior décor is growing in popularity due to the trend for customisation, quick turnaround times and high-quality visuals. Though there are many digital print technologies available on the market, when it comes to wallcoverings, Fujifilm’s industry leading LED UV inkjet technology offers a range of unrivalled benefits. Maggenta, a leading producer of bespoke wallpapers for customers around the world, based in Turkey, has been using the Acuity LED 1600 series printer since 2014, when it began its move to UV-curing technology. The company’s founding partner, Mehmet Kucuk, is clear on the reasons for this change: “We needed a printer that could help us deliver high-quality work at a speed that wouldn’t compromise the finish or see it deteriorate over a longer run. We were experiencing all these pitfalls with our existing printers at the time.

“When we saw the Acuity LED 1600 in action [in 2014], we knew it was the right printer for us and the direction we wanted to take. The availability of clear varnish and white ink, the consistent print quality, the LED curing feature, the flexibility to print on almost all rigid and heat sensitive roll materials – all this, on top of its environmentally-friendly credentials, added up to a package that offered us huge advantages.”

Since early 2018, when the company upgraded to the Acuity LED 1600 II, it has used the Acuity exclusively to print all wallpaper for its customers.

Another Fujifilm Acuity LED 1600 series customer is Graphics Works, a UK print business specialising in the production of premium wallcoverings for high-end brands across a range of sectors, from hotels to retail. As well as running four Fujifilm Acuity LED 1600 printers, Graphics Works also operates a 3.2 metre wide Acuity LED 3200R.

“Our Acuity LED 1600s are used for a variety of applications,” says Graphics Works Director Peter Barham. “Wallpaper predominantly, but also vinyl graphics, window films and posters. The quality of the Fujifilm ink, we feel, is noticeably superior to that of its rivals and the white and clear ink options provide an important extra benefit.”

At M&O Fujifilm will showcase the Acuity LED 1600 II with Uvijet ink on its stand, so that visitors can see all of these benefits for themselves. As well as wallpaper the printer can also print flooring with a range of effects including marble, wood and Victorian tile, and can also be used to produce high-quality window graphics and multi-surface décor.

Fujifilm’s Acuity LED 1600 II ensures that there are no design limitations to the unique and personalised applications that can be produced. By using digital print technology with LED UV curing, designers can meet tight deadlines, produce short-run products and have the freedom to create unique, one-off interiors. The Acuity LED 1600 ll is part of the wider Acuity range of dedicated flatbed and superwide format roll printers, which can print up to 5m wide and deliver stunning print quality at speeds from 10m2 to 200m2 per hour.

Designers can also be assured that the end prints are emission-compliant and environmentally friendly, meeting all regulatory requirements.

Kevin Jenner of Fujifilm comments: “Exhibiting at Maison & Objet is a great opportunity for us, a number of our customers are already reaping the benefits of LED UV digital print for interior décor applications and we now want to bring the technology directly to the design community – showcasing its true potential to the people who stand to benefit from it the most.”

For more information on Fujifilm’s Acuity LED 1600 II printer and Uvijet ink, visit Fujifilm at M&O between the 7th and 11th September in Hall 6 (‘Today’) on stand P59 at Expo Centre, Paris or visit, [www.fujifilminteriors.com](http://www.fujifilminteriors.com).

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**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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