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**Fujifilm Acuity Ultra superwide investment supercharges one of Spain’s biggest wide format print providers**

*Oedim assesses the business benefits of its investment in Fujifilm’s latest superwide format printer*

Having started out as a 40m2 architectural studio in Jaén, southern Spain, specialising in the design and production of architectural plans, Oedim saw an opportunity to expand into the growing wide format market. 23 years on, Oedim now occupies a 14,000m2 facility from which it operates two distinct brands. One of these is Oedim, which is responsible for the production of large format printed flexible materials, including canvas, vinyl and textiles, while the other is Clickprinting, which specialises in direct printing onto rigid substrates, such as PVC, aluminium and corrugated board.

In March 2017 Oedim became one of the earliest sites in the world to install a Fujifilm Acuity Ultra (then in the beta phase of testing) boosting its already impressive superwide credentials. The company now boasts one of the most extensive equipment portfolios in the country, with eight 5m roll-to-roll machines, eleven 3.2m printers and twelve wide format flatbed devices. Alongside these sits a range of finishing equipment, which includes multiple digital cutters, milling machines, laminators and industrial sewing machines.

Oedim employs around 100 staff across all departments and works with major brands and leading agencies, for whom it produces a huge variety of wide format display products. Annually the company delivers more than a million square metres of printed products to its growing customer base.

“Our customers demand a fast and efficient service and extremely high quality above all else,” says Miguel Angel, Co-founder and General Manager at Oedim. “We pride ourselves on meeting these expectations with rapid end-to-end service and extremely high levels of quality.

“Though we already had an extensive range of 5m roll-to-roll machines at our disposal, we’ve always recognised the importance of keeping our technology up-to-date. Our customers are continually seeking greater levels of quality at the same rapid turnaround times they have become accustomed to, so we are always on the lookout for new solutions that combine exceptionally high quality with high productivity.

“Even before the Acuity Ultra installation we had seven Fujifilm machines in our factory, so we have an excellent relationship with them and they have always kept us informed of their latest technological developments. When Fujifilm introduced us to the Acuity Ultra, we were very impressed by the production speed it was able to achieve at such a high level of quality, so we immediately wanted to be among the first in the world to have it.

“We had a few important customers who were challenging us to improve still further the already very high standard of quality we were delivering to them, so these customers were the first to have their canvasses, vinyls and printed textiles produced on the Acuity Ultra. Their feedback was immediate: ‘we want this level of quality and this speed of delivery for all our jobs.’

“Looking ahead, we see personalisation in interior décor as a major trend in our sector and this requires very fast and high quality equipment to take full advantage. It’s in areas like this that the Acuity Ultra will give us a real edge in the market.

“We’re delighted with the new machine and pleased to have developed our relationship with Fujifilm further. We would recommend working with them without a doubt. For us, being technologically up to date is a basic requirement for doing business successfully, and Fujifilm is a technological leader that has proven to be the perfect partner to help our business grow. No less importantly, their service is excellent from both a commercial and technical point of view. From the pre-sale stage, throughout the installation process and beyond, when they are needed, they are always there to help.”

Says Joan Casas, Graphic Systems Manager, Fujifilm Spain, “Oedim has impressed us, not only because of its equipment infrastructure but also because of the values they instil in their staff. All of its employees are committed to the work they do and focus on producing high quality products in the shortest possible time. We are delighted to see the value the Acuity Ultra has brought to Oedim, which has enabled it to improve on its already high quality and productivity.”

**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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