**26th April 2018**

**Onset X3 to further improve quality and productivity at Showcard Print**

*UK POS printer invests in Inca Digital Onset X3 with new robotic arm system supplied by Fujifilm as part of multi-million pound investment over three months*

Showcard Print, a specialist in the supply of printed POS and POP to the retail sector and to major brands, has invested in an Onset X3 platform from Fujifilm. This ultra-high productivity platform now features a new Inca Digital robotics system to boost its work rate still further.

With a 40-year heritage in the wide format sector, Showcard Print operates a range of wide format digital, screen and litho services producing high quality POS materials for some of the best-known retail brands on the market.

“We’re looking to the future,” says Showcard Print Managing Director, Mark Smith. “Over the next few months we’re investing £3 million in growing the business and the Onset X3 is obviously a very significant part of our plans. We’ve been Fujifilm and Inca Digital customers for some time, buying litho plates and screen inks from Fujifilm and running both an Inca Digital Onset S50 and an Onset S70 for a number of years. As the Onset S70 is reaching the end of its life we needed to find a replacement. We spent a year testing a variety of machines across the market and ultimately the Onset X3 proved itself to be the best machine for us for a number of reasons.

“Customer expectations of quality are increasing and, as far as we’re concerned, the Onset X3 is as good as it gets in that regard. When you then consider the new robotic automation system Inca now provides with the machine, the already impressive productivity has gone up yet another level. We’re obviously very familiar with the combination of Fujifilm and Inca Digital technology that has built the Onset range and we’re delighted that we’ll now be able to put the machine that sits at the very top of the market to work, creating exceptional products for our customers.”

Says Chris Broadhurst, General Manager, Fujifilm Graphic Systems UK: “Fujifilm and Showcard Print have enjoyed a very successful partnership for some time now, which this new investment promises to build on. The Onset X3 is a machine at the very top of its class, so we’re delighted that they have selected it as a key part of their ambitious future plans.”

The Onset X3 with new robotics and also featuring Uvijet LM, a new low migration ink for indirect food packaging, will be on display at FESPA Global Print Expo 2018 (Berlin, May 15th-18th) as part of the Digital Corrugated Experience (Stand 5.2-C30).

**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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