**7th February 2017**

**High-end book printer invests in the UK’s fifth Jet Press 720S**

Fujifilm announces that London-based Push Print has become the latest company in the UK to invest in Fujifilm’s flagship B2 inkjet press. The machine will be installed in March and will enable the company to produce short runs and samples at the same exceptional level of quality it has been delivering to its customers for a decade and a half.

With 17 staff and a turnover of £4 million per year, Push Print is a B1 Litho print business, which since 2003 has been producing books, brochures and fine art prints of the very highest quality. The Jet Press 720S is the company’s first digital investment.

“We’ve been watching the growth of the digital market closely for years,” says Roy Killen, one of Push Print’s three managing partners. “We’re very conscious that the market is changing and that shorter and shorter runs are becoming the norm. There’s also no doubt that digital print has come a long way, especially in the last five years. For us though, quality is absolutely paramount and until now we honestly hadn’t seen a digital press that we felt could reliably produce work of the standard our clients demand.

“We’d seen and tested a lot of presses that produced work that we would describe as ‘good quality for digital’, but for our customers that was never going to be good enough. We also had concerns about the reliability of some digital presses and we felt that almost all were far too restrictive in the types of paper stock we would be able use.

“In the Jet Press 720S we’ve found a machine that not only prints at exceptional levels of quality, but also allows us the freedom to print on the same high-quality offset stocks we are already using. It operates in many ways like an offset press, fitting in seamlessly to our existing workflow, yet it also provides all the key advantages of digital. We first saw it in action at a live demonstration at Fujifilm’s UK headquarters in Bedford last May. We came away suitably impressed and continued to run extensive tests, including live jobs, to make sure this machine was exactly right for us. Fujifilm has been consistently professional and helpful throughout the whole process and I’d have no hesitation in recommending them as a company to work with.

“As for the Jet Press, now we’ve made the decision to invest, we can’t wait to get started. The Jet Press will be the perfect complement to our existing litho work and we’re very excited about the opportunity we now have to offer new services to both new and existing clients.”

Says Chris Broadhurst, General Manager Fujifilm Graphic Systems UK: “The beauty of the Jet Press 720S lies not just in its ability to transform a business, but in its ability to do so with minimal disruption. No need to invest in costly new digital papers, no need to re-organise workflow systems or replace existing finishing kit, no need to start again from scratch. As Push Print has discovered with the Jet Press 720S, the benefits of digital come in a familiar package that lets you just get on and start printing high quality work for your customers. We look forward to working with them in the coming years as they continue to produce award-winning work of the highest quality.”

**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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