**12 July 2018**

**Fujifilm launches getFIT, a Jet Press and offset comparison tool**

*New app estimates potential time and cost savings possible with the Jet Press based on actual print jobs and business requirements.*

Fujifilm has launched getFIT, a new comparison tool to show the savings printers can make by investing in a Jet Press 720S. getFIT is a web-based app for potential customers to discover the economic benefits of the Jet Press compared with offset printing. Based on a printer’s specific jobs and requirements, getFIT can estimate the ink usage as well as the cost and speed of printing on both the Jet Press and an offset press, providing a real-life comparison with existing offset printing equipment.

The getFIT tool allows Jet Press sales specialists to process a variety of print files that represent a cross-section of work, as well as entering existing offset costs, to evaluate, job by job, which would be best run on a Jet Press.

Mark Stephenson, Product Manager, Digital Printing and Press Systems, Fujifilm Graphic Systems EMEA, comments: “The Jet Press 720S is transforming an increasing number of businesses across Europe and beyond, but in our discussions with printers, initially they often don’t believe just how much the Jet Press can save them, whether that’s in terms of cost, time or ink usage. This new comparison tool will help us provide a realistic indication of just how much they can save, as it is based on their real-life job requirements. We showcased getFIT at our recent open days at the Fujifilm Advanced Print Technology Centre in Brussels and feedback from visitors was very positive, with a number of prospective customer scenarios showing great results.”

Fujifilm distributors and partners, such as Camporese Macchine Grafiche in Italy, are also seeing the benefits of the app. Director, Enrico Camporese explains: “This is an amazing tool, hugely appreciated by our customers. It allows us to very clearly demonstrate to offset printers the true potential of investing in a Jet Press and the transformative affect it can have on their businesses.”

Printers looking to explore the savings they can make with a Jet Press 720S should visit [www.imagineinkjet.com](http://www.imagineinkjet.com) and submit a request for Fujifilm to get in touch.

**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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