**18th November 2019**

**An Asian first as Fujifilm Acuity B1 installed at 11FTC in the Philippines**

*Investment comes following Onset X1 and Acuity 15 installations as the company’s partnership with Fujifilm goes from strength to strength*

Fujifilm today announces that it has installed the first Acuity B1 in Asia at leading Filipino retail marketing solutions company, 11FTC. The investment signals 11FTC’s intention to diversify its product offering into high-quality, short-run packaging.

Founded in 1996 and based in Quezon City, 11FTC employs 265 staff and offers a fully integrated retail marketing solutions service to its clients, who include major retailers and global FMCG brands. Its product offering involves the production and installation of a variety of high quality sign and display and other print products.

11FTC is always on the lookout for the latest technology to help it meet changing customer demands. Renowned for its innovation and the speed with which it can turnaround high quality wide format work, the company saw in the Acuity B1 the opportunity to add production capacity to its factory and diversify its product offering into quality, short-run packaging.

John Mandarang, CEO at 11FTC, explains: “Fujifilm invited us to visit their showroom in Bangkok and it was there that we first saw the Acuity B1 in action. We’ve had a very successful working relationship with Fujifilm for several years now – operating an Onset X1 to produce high-quality large format display materials, and an Acuity 15 flatbed with Uvijet KV inks for the production of vacuum formed products. We’re always looking to grow as a company and broaden our offering, and in the Acuity B1 we believe we’ve found a machine with the necessary quality and versatility to help us to break into short run quality packaging – particularly for localised, targeted promotions.

“Our customers demand high quality at a competitive price and often at very short notice. They also trust us to advise them on innovative ways to maximise shopper engagement. Fujifilm has proven to be a consistently reliable partner since the installation of our Onset X1 and Acuity 15 in 2015. We’ve learnt that we can depend on both the technology and the support that Fujifilm provides, to provide an excellent level of service and an extremely high level of quality to our customers. This first-hand experience was a major factor in our decision to invest in the Acuity B1.

“We’re delighted to be in partnership with a company as reputable and forward thinking as 11FTC,” says Fujifilm’s Andrew McDuffie. “As they continue to grow and drive their business forward, we look forward to working with them to provide the technological and advisory support they need to continue to meet their future business goals.”

**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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