**5th November 2019**

**SISMAITALIA installs Fujifilm Acuity Ultra to meet growing customer demand**

*The superwide format machine was installed at SISMAITALIA in August 2019, with enhanced productivity, quality and the ability to print on a wider range of substrates the key reasons for the investment.*

Fujifilm today announces that it has installed an Acuity Ultra at SISMAITALIA in Verona, Italy. With over 30 years of experience in the industry, SISMAITALIA specialises in large format digital and 3D printing for the interior design, retail, and architecture markets, producing a huge range of products, from posters and banners, to advertising materials, wallpapers and 3D print.

In 2017 SISMAITALIA adapted its business model to work more closely with designers, artists and interior designers, in order to give its customers a more comprehensive service offering. “As we developed and streamlined our business to facilitate our customers’ growing demands, we also recognised the need to elevate the standard and quality of product we were delivering, and therefore looked to upgrade our print equipment," explains Oscar Stucchi, SISMAITALIA’s CEO. “Our customers’ key demands were speed of delivery, environmental benefits and quality. The Acuity Ultra met all of these requirements, so it became the obvious choice for us.

“We became aware of the Acuity Ultra some time ago, as we have a longstanding relationship with Fujifilm. When we first saw it in action at FESPA 2018, it captivated our attention due to the high print speeds it offered, while still delivering print of an exceptionally high standard."

“The Ultra will significantly improve the quality of print we can deliver to our customers,” Stucchi explains. “And what’s more, we are hopeful it will help us to reach new customers as well. The Ultra not only enables us to print on a much wider range of formats, from small to large, but also on a greater range of materials. As trends and innovations in the market develop, we are confident that the investment will enable us to remain ahead of the curve in today‘s competitive market. Our press operators are really excited about it.”

Stucchi concludes: “As Fujifilm was already a trusted reliable partner, the investment was an easy decision to make. We would definitely recommend working with Fujifilm. The level of support they have given us throughout the sales and installation process has been superb and we are looking forward to continue developing our relationship further."

Nils Gottfried, Wide Format Inkjet Product Manager, Fujifilm Graphic Systems EMEA, says: “We are delighted that SISMAITALIA has chosen to invest in an Acuity Ultra and we are excited to see the impact it will make on their business. We look forward to continue working with them and supporting them as their business continues to grow."

**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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