**16th September 2020**

**Fokina’s investment in Fujifilm’s superwide Acuity Ultra yields high-quality results**

*The German company highlights the Acuity Ultra’s speed and versatility as being essential to operations, while providing a future-proof solution for the ever-changing market*

One of Germany’s leading providers of large format photographic printing, as well as screen, digital and textile printing, Fokina GmbH is a full service provider for a range of sectors, including point of sale, retail, public facilities and exhibition stands. Based in the town of Eppingen, just north of Stuttgart, the company has a proud history dating back more than 30 years. Its innovation, dynamism, high flexibility and reliability has helped to shape the company since its founding. Over the years, Fokina has built up a diverse portfolio of print and production machinery to produce the high-quality products it is renowned for. And one installation in particular is helping to drive quality standards even higher – Fujifilm’s superwide 5m Acuity Ultra, which was installed in March 2020.

“Our investments in high-tech machinery, qualified employees and intelligent management systems are paramount to our success as a business,” says Sven Breiter, CEO of Fokina. “Companies from all over Germany, the EU and around the world are supplied with our products, so being highly efficient and putting the customer at the top of our priorities is our motto.”

Fokina’s high quality banners, textiles and wallpapers are some of the company’s most popular products. When Sven noticed demand increasing in 2018, he knew that adding more printing equipment would be necessary to meet these requirements and ensure the company could fulfil its customer’s needs. It was then that he was introduced to Fujifilm’s Acuity Ultra, and he never looked back. “We first noticed the Acuity Ultra at a trade fair in 2018,” Sven continues. “We were immediately impressed by the print quality and the speed, so we kept in contact with Fujifilm after the event. We even visited their Advanced Print Technology Centre in Brussels where we saw the Acuity Ultra first hand. Witnessing its print quality for ourselves reaffirmed our initial view that it was the right machine to add to our already impressive production portfolio.”

For Sven and his staff, the Acuity Ultra is fitting in very well at Fokina. “The team working with the Acuity Ultra are very impressed by the quality it produces as well as its high speed. It’s also incredibly versatile, ink consumption is low and its 5m width has provided us with new business opportunities that we would otherwise not have been able to secure. The combination of the high quality and productivity that it offers is exceptional.

“We are a family-run business always looking to future-proof ourselves. The print market is highly competitive, and at Fokina we always want to provide the best products at the fairest prices; the Acuity Ultra allows us to do that. It fits in perfectly with our other print equipment here, and has become the heartbeat of our business.”

Sven also has high praise for the Fujifilm team: “The sales and support staff at Fujifilm have been excellent from day one. They are very knowledgeable and always available to talk to us. We’ve always felt in good hands, which is essential when you’re purchasing new equipment. The Acuity Ultra was our first ever purchase from Fujifilm, and we envisage it won’t be the last.”

Nils Gottfried, Segment Product Marketing Manager for Wide Format Inkjet Systems at Fujifilm Graphic Systems Europe says: “Fokina has a varied range of customers in the large format market – the excellent services it offers as well as top level products means it will attract both new and returning customers. We’re delighted the Acuity Ultra has so quickly assumed such a pivotal role in the business and we look forward to working with Fokina as their business develops and grows in the years ahead.”

**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

**For further information contact:**

Daniel Porter

AD Communications

E: [dporter@adcomms.co.uk](mailto:dporter@adcomms.co.uk)

Tel: +44 (0)1372 464470