**3rd December 2020**

**Quality is the key for German book printer Hubert&Co**

*Recent Fujifilm Jet Press 750S installation enables Hubert&Co to expand into new market sectors*

Based in Göttingen, central Germany, Hubert&Co is a book printing firm with a heritage dating back more than a century. Offering a complete range of services, from short to long run; from monochromatic print to full colour, and a range of different binding options, the company invested in a Fujifilm Jet Press 750S in February 2020. This was its first ever investment in Fujifilm inkjet technology.

Hubert&Co CEO, Ramona Weiß-Weber, explains the reasons for the investment. “For us, quality really is the key,” she says. “We were looking for a machine that could consistently deliver excellent quality – that was the crucial requirement. Though of course we also took other factors into account, such as reliability, cost and time savings, production speed, reduced waste and levels of service and support.

“Like all book printers, we’re also increasingly being asked by our customers to print shorter runs and to turn them around more quickly. Publishers and booksellers are less and less inclined to want to hold on to large inventories. So high-quality digital print solutions are proving ever-more important.

“The Jet Press 750S ticked all the boxes and was the clear and obvious choice. Having the quality of the Jet Press to hand has opened up new markets for us – such as short run art books – where we weren’t active before. And as well as the spectacular colours we can achieve on the Jet Press for our illustrated books and for book jackets and covers – the fine detail that it can deliver has also proved its value when printing in black and white – particularly scientific texts where precision is of paramount importance.

“Our customers are really enthusiastic about the range and the brilliance of the colours we can now offer. Many of them have told us that the quality we’re now achieving with the Jet Press is of a standard above and beyond anything we’ve been able to deliver before. One such customer is Dirk Allgaier of Arnoldsche Art Publishers in Stuttgart. As an international publisher of fine art books – quality is absolutely central to their requirements from a print partner. With the Jet Press, we can meet that standard.”

Dirk Mussenbrock, Sales Manager, Digital Press Solutions, Fujifilm Graphic Systems, EMEA, says: “Having high-quality digital print solutions on hand is becoming more and more important for book printers around the world, and an ever-increasing number of them are seeing the value the Jet Press can offer for short run book jackets and covers, for high quality art and photographic books, and for very fine text and diagram detail. We’re delighted that a book printer with the heritage and reputation of Hubert&Co has been able to use the Jet Press to expand its product offering and deliver even better quality to its customers.”

**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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