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**Portuguese printer Imacx reaping rewards of investment in Onset X1 from Fujifilm**

*Leading Portuguese print company cites quality, reliability and quick job turnarounds as main positives of the large format machine*

Founded in 1998, Lisbon-based Imacx is a digital print and production company that specialises in producing large format, point-of-sale retail signage and displays. With an average annual growth of 18% in production each year since its inception, Imacx has continued to expand in response to customer demand. In 2020 the company looked to address the need for new equipment that could produce high quality, short-run work, turning to Fujifilm and the Onset X1 to become the first Portuguese company to invest in the high-end large format platform.

“When you look at print nowadays, quality is paramount. With so much competition on the market, customers are demanding high quality print that can be produced in a short period of time.” says Raphael Giovanella, CEO, Imacx. “As a company, we look to go above and beyond every day to ensure we are meeting the demands of our customers and the addition of the Onset X1 is helping us to do just that. It has enabled us to efficiently turn around large campaigns for our customers, much faster than ever before.”

The company already had an existing relationship with Fujifilm and Inca Digital prior to the Onset X1 investment. “We owned an Onset S20 for a number of years and it was a very good and dependable machine, so the decision to invest in an Onset X1 was logical for us. When we first became aware of it, it wasn’t just the quality of print produced that stood out – the competitive price point was an added bonus, and we just couldn’t pass up the opportunity to invest. Since upgrading to the Onset X1, the quality we have been able to achieve and the productivity of our business has increased significantly.”

Mr. Giovanella continues “The Onset X1’s environmental credentials also appealed to us when making the decision to invest. Producing sustainable solutions is currently a key concern for our customers, as well as for our own business.”

Mr. Giovanella acknowledges the difficulties that 2020 put on the business, but things have improved in recent months. “Initially, we were impacted quite heavily by COVID-19 and we had to close temporarily during the lockdown period. However, from the middle of 2020 onwards, and with the aid of the Onset X1, things slowly started to improve. This was partly due to a large amount of our print production projects being oriented around safety standards in shopping malls. The Onset X1 has been extremely influential in helping us to maintain our customer base as well as obtain new business.”

Commenting on the company’s relationship with Fujifilm, Mr. Giovanella says: “Working with Fujifilm is always a pleasure, and we are delighted to have been able to develop this relationship further with this investment. Fujifilm is a versatile and flexible company with an impressive product portfolio and we appreciate their dedication to providing cost-effective, high quality printing solutions. We would not hesitate in recommending working with them.”

Says Filipe Marques, Fujifilm Portugal Country & Graphic Systems Manager: “We are pleased to see how Imacx have handled a difficult year and how the Onset X1 has helped them through this period – their adaptation to the circumstances is commendable. Their business is going from strength to strength and we’re delighted to see the Onset X1 proving to be an essential part of their operations.”

**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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