**30 April 2021**

**Graphicscalve expands capabilities with investment in three Fujifilm Acuity printers**

*Italian print business grows its visual communication department, investing in Fujifilm’s Acuity LED 1600R, Acuity LED 3200R and Acuity Select*

Founded over 40 years ago as an artisan typography house, Graphicscalve – located in the Italian province of Bergamo – has transformed itself over the last few decades into an important player in the Italian graphics industry. The company produces a mix of litho and digital printing for its clients, who come from a wide variety of sectors from publishing to large-scale retail. To help grow its visual communication department, in February 2021 Graphicscalve invested in a new digital printing production facility to enable it to offer high quality interior design and visual marketing solutions. Key to this investment were two roll-to-roll and one flatbed printer from Fujifilm’s Acuity range – the Acuity LED 1600R, Acuity LED 3200R and Acuity Select.

“We are engaged with multiple sectors and our mission in each is to provide high quality products at the best prices,” say Ezio and Walter Ferrari, Owners at Graphicscalve. “Quality and precision are what we pride ourselves on and we can proudly say we can guarantee offset quality with all the advantages of digital printing.”

Graphicscalve’s growth over its four-decade history has seen the company evolve into an innovative service provider that is attentive to change. “As we’ve expanded, we’ve learned more and more about what the print industry is looking for in a supplier,” continues Ferrari. “We’ve increased our customer base because of this, which has enabled us to invest in the expansion of our facilities. We recently acquired a site in Costa di Mezzate – it’s a massive space that will give us the platform to produce exciting new products such as photo panels, personalised wallpapers and totems.

“We know that maintaining the standards in quality that the customers expect of us will require the most advanced equipment the print industry has to offer – that’s why we’re delighted to have three printers from Fujifilm’s Acuity range at our new site. Each has different qualities that will help us to provide our customers with a 360o solution, no matter what their needs are.”

Ferrari singles out the key points that led to the investment. “We did a lot of market research to be sure we were investing in the very best. The strengths that attracted us to all three machines were the print quality and the performance – we also have people working at Graphicscalve who had previous knowledge of these printers and their capabilities.

“When we look to acquire new equipment, we never look for a simple partner or a one-off solution. We always evaluate the potential of an investment and want to make sure it can grow with us as a business. The print market – when we look at recent times – is very unpredictable. Every company must look to improve its flexibility, dynamism, and attention to the environment in order to stay relevant and significant to its customer base. Fujifilm is a company very much attuned to our ethos and we’re delighted to have them on board to help us grow – we were already aware of their excellence and appreciate them as a global player and leader in the industries in which they operate.”

Ferrari is also keen to point out the helpfulness of Fujifilm’s staff: “They offer a consistently high standard of customer service; they’re always proactive and their support and technical skills are highly appreciated. We would recommend working with Fujifilm to everyone!”

Paolo Zerbi, General Manager at Fujifilm Graphic Systems Italy says: “Graphicscalve knows its customers and its markets very well and this knowledge has been key to their success as a business. We’re delighted they’ve brought on board three of our Acuity printers to help grow their visual communications department and we look forward to working with them as they continue 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

**For further information contact:**

Tom Platt

AD Communications

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

Tel: +44 (0)1372 460 586