**26 January 2022**

**Fujifilm appoints Mark Lawn as Head of POD Solutions Europe**

*Lawn’s extensive experience in the print industry is set to drive Fujifilm’s digital toner Print on Demand (POD) business to new heights following the recent launch of the Revoria PC1120 and E1 toner presses in selected European territories*

Fujifilm is pleased to announce the appointment of Mark Lawn into the role of Head of POD Solutions Europe. Lawn brings more than three decades of extensive experience to his new position, having held positions in service, pre-sales, marketing and sales at a number of highly regarded global printing businesses – including, most recently, Canon Europe.

In his new role at Fujifilm, Lawn will be responsible for the company’s digital POD business in Europe starting with increasing the market presence of the new Revoria presses in selected European territories (currently Germany, Austria, Italy, Spain and Portugal).

Commenting on his new position, Lawn says: “I am really excited to join Fujifilm and be part of this amazing new business. Fujifilm has an amazing brand and a long track record of delivering outstanding digital press products to the market, including the new Revoria range. The company has ambitious growth plans, which will be driven by an amazing new portfolio of Revoria branded products. The future is exciting, and we have a unique opportunity to bring these products to market in an agile and flexible way, as well as being a little bit disruptive, which I think is good for the market and for customers.”

He adds: “I am as passionate as ever about the print industry. It is so dynamic and engaging – and I cannot wait to get started.”

Taro Aoki, Head of Digital Press Solutions at Fujifilm Graphic Systems Europe, adds: “Fujifilm is delighted to have Mark joining the team. After a successful 2021 for Fujifilm’s inkjet portfolio, with the launch of the Acuity Ultra R2, Acuity Prime and Jet Press 750S High Speed Model, as well as Samba Imprinting bar solutions, we are confident that Mark’s creativity, in-depth knowledge and passion will help to build on this success and drive our digital POD business to new heights in 2022 and beyond.”

Lawn adds: “I am thrilled about this magnificent career opportunity and I very much look forward to an exciting future at Fujifilm.”

 **About the Revoria Press PC1120**

Highlights of the Revoria Press PC1120 include:

* Production speeds of 120 pages per minute with superb, high definition quality
* A unique combination of feeding and finishing options to provide superb flexibility for whatever job comes next
* An industry-leading range of colours and enhancements, with a one-pass, six-colour print engine enabling up to two special toners such as gold, silver, clear, white\* or pink to be used in addition to CMYK

The Revoria Press PC1120, is available in Germany, Austria, Italy, Spain and Portugal.

*\*Available in selected countries*

**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 fujifilm.com/uk/en/business/graphic, or youtube.com/FujifilmGSEurope or follow us on @FujifilmPrint.

**For further information contact:**

Daniel Porter

AD Communications

E: dporter@adcomms.co.uk

Tel: +44 (0)1372 464470