**31st January 2022**

***Fujifilm sets its sights on strong growth in the French wide format market as it announces dealership agreement with ID Numérique***

*Market-leading wide format specialist is adding Fujifilm’s new Acuity Prime flatbed to its portfolio*

Fujifilm has reached an agreement with ID Numérique to distribute and service its new Acuity Prime flatbed printer in the French market. Since it was established in 1997, ID Numérique has become a dominant force in the French wide format sector, developing separate graphics and retail arms of the business. With its huge network of established customers and a dedicated sales team, it is ideally positioned to help Fujifilm achieve rapid sales growth.

Key also to the agreement is ID Numérique’s technical support capability. Its team of 15 field-based technicians includes four mid-range flatbed specialists and the team is backed up by comprehensive helpline support.

Kevin Jenner, European Marketing Manager, Fujifilm Wide Format Inkjet Systems says: “We’re immensely proud of the Acuity Prime – we invested a huge amount of time and R&D to define a new blueprint for wide format that resulted in something quite different to everything that had gone before, and this machine is an early result of that investment. We’re really excited about the opportunity that this partnership provides for the Acuity Prime to be distributed far more widely than is currently possible. ID Numérique’s reputation, its unrivalled sales network in France and its comprehensive technical support capability, mean that we will be able to reach parts of the market we never would have been able to access on our own.”

Franck Quere, owner and CEO of ID Numérique, adds: “We’re very pleased to be working with Fujifilm. We have, of course, been aware of their products for a long time and have always had a lot of respect for them. The new Fujifilm Acuity Prime was impossible for us to ignore, and we’re delighted that we’re going to be able to offer it to our customers. As Covid-19 restrictions in France begin to ease after a very difficult couple of years for the industry, we’re delighted to bring a machine to market that we think can really help us to grow back our business rapidly. The quality of print produced by the Acuity Prime, achievable at industry-leading speeds, is excellent, and importantly, it is also very simple to maintain – something that has not always been our experience with machines from other manufacturers.

“Of the many technical challenges we deal with on behalf of our customers, ink problems are one of the most common, so Fujifilm’s expertise in ink chemistry and development – the Sericol heritage – is also extremely valuable and gives us tremendous confidence in their products.”

Beyond the Acuity Prime, ID Numérique is also excited by the long-term potential of Fujifilm’s wide format inkjet portfolio. Mr Quere concludes “Fujifilm’s future product development plans were an equally important reason, from our point of view, for entering into this partnership. They have big plans for the future of their range, and we’re excited that we will be part of those plans.”

For more information on the Acuity Prime visit: [www.AcuityPrimeSeries.com](https://info.fujifilm.eu/Acuity-Prime.html?utm_source=referral&utm_medium=pr&utm_campaign=AcuityPrime)

For more information on ID Numérique visit: [www.idnumerique.fr](http://www.idnumerique.fr)

**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 <https://www.fujifilm.com/uk/en/business/graphic> or [youtube.com/FujifilmGSEurope](http://www.youtube.com/FujifilmGSEurope) or follow us on @FujifilmPrint

**For further information contact:**

Rachelle Harry

AD Communications

E: rharry@adcomms.co.uk

Tel: +44 (0)1372 460 554

Sirah Awan

AD Communications

E: sawan@adcomms.co.uk

Tel: +44 (0)1372 460 542