**4 April 2022**

**Fujifilm forms strategic partnership with Nautasign to boost Acuity Prime and Acuity Ultra R2 sales in Benelux**

*Fujifilm’s new partnership with Nautasign will bring the Acuity Prime and Acuity Ultra R2 presses to a wider network of print service providers in Belgium, Luxembourg and the Netherlands*

Fujifilm is pleased to announce its new partnerships with print dealership Nautasign to support the sales of the Acuity Prime and Acuity Ultra R2.

Nautasign – which has offices in Mechelen, Belgium, and Ede in the Netherlands, as well as operating in Luxembourg – has taken on commercial distribution responsibilities for both the Acuity Prime flatbed wide format printer and the 3.2 metre configuration of the Acuity Ultra R2 superwide roll-to-roll press. It is set to install the machines in April.

Marco Kedde, co-owner of Nautasign, comments: “We are very pleased to have partnered with Fujifilm. It’s a huge brand that creates great printers with impressive designs and it has been a pleasure working with the Fujifilm team. The onboarding process was seamless and I look forward to having the machines in our showroom.”

Kedde also shares that Nautasign will be present at the upcoming FESPA event, taking place in Berlin from 31st May to 3rd June, 2022.

He adds: “We also look forward to attending FESPA, as we usually do, and we are currently making preparations for our presence at the event.”

Jaap Van Duren, General Manager, Fujifilm Graphic Systems, Netherlands comments: “The Acuity Prime and Acuity Ultra R2 were both well received in the market when they were launched in mid-2021. We are thrilled to be taking steps to boost their presence in Benelux, and look forward to being their wide format partner of choice across the region.”

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

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