**27th May 2022**

**Fujifilm forms strategic partnership with Blu Sign to boost wide format sales in the Italian market**

*Blu Sign is bringing Fujifilm’s new Acuity Prime to a wider network of print service providers in Italy and has already logged its first sale and is in advanced talks for its second deal*

Fujifilm today announces its partnership with Italian print dealership Blu Sign to support the sales of the Acuity Prime in Italy, and confirms that Blu Sign’s first Acuity Prime customer is Milan-based Cartelli Segnalatori, a manufacturer of safety signs.

Blu Sign, a family-run printing dealership in Milan, which has been working with Fujifilm since 2019, has taken on commercial distribution responsibilities in Italy for the wide format flatbed press.

In November, Blu Sign became the first company in Europe to install an Acuity Prime, with the machine now sitting in its recently renovated showroom where Blu Sign plans to host Open House events throughout the summer of 2022.

Fabrizio Bignamini, Owner and Director of Blu Sign, comments: “We are regularly in touch with the Fujifilm team and they have shared their detailed, technical knowledge with us, which has enabled us to provide samples and demonstrations to our customers.”

Blu Sign’s first Acuity Prime customer, Cartelli Segnalatori, manufactures safety signs, and had print durability front of mind when making this important investment decision for its business.

Cesare Lucca, President, Cartelli Segnalatori, comments: “Guaranteed durability of colours, even when exposed to light, is essential for our business. With the Fujifilm Acuity Prime, we are producing industrial products with higher efficiency, printing directly onto metal.”

He added that Cartelli Segnalatori has been a Blu Sign customer since 2019, when it invested in two Acuity 15 UV flatbed presses.

Commenting on his company’s latest investment, Lucca said: “We purposely selected an Acuity Prime because Fujifilm is a highly respected company with a full range of printing technologies available to meet the vast needs of its customers.

“Overall, adding the Acuity Prime to our business has been a positive experience and the press has allowed us to improve the quality and speed of our production process, removing the need for the inefficient process of screen printing.”

Kevin Jenner, European Marketing Manager, Fujifilm Wide Format Inkjet Systems, comments: “A lot of work has gone into the redevelopment of our Acuity range of wide format printers. Redesigned from the ground up, with a particular focus on ROI and ease-of-use, this range has huge potential. Finding the right local partners to help us reach the right customers, in every region, is crucial and we are very happy to have Blu Sign on board.”

**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 Communications Division**

FUJIFILM Graphic Communications Division 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](http://www.youtube.com/FujifilmGSEurope) or follow us on @FujifilmPrint.

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