**26th May 2022**

**Fujifilm partners with Logatek to boost wide format sales in the Italian market**

*Logatek is set to increase the market presence of the Acuity Prime in Italy*

Fujifilm today announces that it has formed a strategic partnership with Rome-headquartered print dealership Logatek.

As part of the deal, Logatek will take on commercial distribution responsibilities across Italy for the Acuity Prime wide format press.

The Acuity Prime, launched in mid-2021, has a maximum print speed of 150sqm/hr and a printable area of 2.54 x 1.27 metres. It can print on media up to a thickness of 51mm and is available in CMYK formats with white, additional clear and jettable primer options. It also features a high quality LED curing system which is air-cooled, meaning there is no requirement for an expensive water-cooling system.

Logatek plans to host dedicated Open House events showcasing the machine at its recently upsized showroom in Rome later this year.

The company has a long history with Fujifilm and has a number of customers who have purchased Fujifilm Acuity printers through them in the past. These include: Pioda, a printing and graphic design business; Grafostampa, a digital and offset printing centre; advertising firm Luminart Neon; and printing firm Grosso Francesco.

Kevin Jenner, European Marketing Manager, Fujifilm Wide Format Inkjet System, comments: “Launched in mid-2021, the Acuity Prime was expertly designed from the ground-up with the user in mind. That’s why it has won Red Dot, Good Design and iF Design awards for its impeccable features. I look forward to Logatek helping us extend the reach of this award-winning press in the Italian market.”

Massimiliano Fastelli, CEO of Logatek, adds: “We are very pleased to include the Acuity Prime in our customer offering. I look forward to seeing how this remarkable, award-winning flatbed press will exceed their expectations and needs.”

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**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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