**13th May 2022**

**Fujifilm appoints Colm Garvey as European Dealer Manager in push to find new markets for the Acuity Prime**

*Fujifilm’s award-winning flatbed printer is part of its ‘new blueprint for wide format’ concept announced in 2021*

With 13 dealer agreements in 7 European countries already agreed, Fujifilm is on the hunt for more partnerships to help boost its Acuity Prime sales even further. To help achieve this, the company has appointed Colm Garvey as its European Dealer Manager for wide format products.

Garvey, who is part of the Fujifilm wide format inkjet systems business, comments: “Fujifilm is extremely well known and respected for its inkjet expertise, but in the Acuity Prime we have a machine with sales potential far beyond the markets we’re traditionally associated with, and we need local market knowledge, connections and expertise to fully capitalise on its volume sales potential.

“We’re delighted to have agreed so many partnerships already, but I’m confident there are many more deals to be done! Fujifilm is exhibiting at FESPA 2022 (stand C30, Hall 2.2) with the theme ‘Blueprint Live’. The Acuity Prime will be on display (as well as other new machines in the range) and any print dealerships interested in learning about how the Acuity Prime could enhance their portfolios, should come and speak with me there, or book an appointment by visiting [https://info.fujifilm.eu/Acuity-Partner](https://info.fujifilm.eu/Acuity-Partner?utm_source=referral&utm_medium=pr&utm_campaign=AcuityPrime).”

**About the Acuity Prime**

The Acuity Prime was revealed to the world in mid-2021. This stylishly designed new flatbed prints at unprecedented speeds with exceptionally high

quality onto a range of rigid and flexible media, and offers excellent versatility,

value and ease-of-use at a superb price point, to achieve a fantastic ROI.

A new ink system – Uvijet HM – has been formulated to provide outstanding

adhesion to a broad range of substrates while also producing a wide colour gamut. The new ink range is optimised to produce high quality, vibrant images day-in, day-out.

A new jettable primer improves adhesion still further for particularly challenging substrates. This removes the need for the offline pre-treatment of media before printing, saving time and money. The machine also features

a printable area of 2.54m x 1.27m and can accommodate media up to a thickness of 51mm.

Careful consideration has also been given to operational ease-of-use. Multiple practical benefits for both operators and service engineers have been built into the design, making the day-to-day operation of the printer as straightforward as possible. One such feature is the media loading pins, which can be operated with the touch of a button, allowing for pinpoint media placement precision and exceptionally accurate print registration from job-to-job.

The five-part media zone system, based on common media sizes, vastly reduces the amount of masking required. This means job set-up times can be sped up considerably.

The Acuity Prime 20 is available with four, five or six ink channels, while the Acuity Prime 30 can be configured with up to seven. Both models will be showcased running live on the Fujifilm stand at FESPA 2022.

**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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