**16th June 2022**

**Fujifilm UK appoints Martin Fairweather as National Digital Business Manager**

Fujifilm UK is pleased to announce the appointment of Martin Fairweather as National Digital Business Manager, reporting to Taro Aoki, Head of Digital Press Solutions. Fairweather holds over two decades of experience within the print industry, previously working at Heidelberg for over 23 years, first selling litho presses and latterly specialising in the sales of digital and toner equipment.

In his role at Fujifilm, Fairweather will be responsible for driving forward sales nationally for the Jet Press and 42K Printbar System. Fairweather will oversee and support the existing regional sales teams and work to nurture and grow Fujifilm’s customer base, right across the UK.

Fairweather comments: “I am excited to be embarking on the next stage of my career with Fujifilm. We are seeing a significant shift towards digital right across the market, due to rising consumable costs and raw material shortages. Fujifilm has been paving the way with its inkjet technology for some time now, following the launch of the Jet Press 750S High Speed Model and the 42K Printbar System, and I am delighted to play an integral part in helping to accelerate this growth further, as Fujifilm continues to innovate within this market.”

Taro Aoki, Head of Digital Press Solutions, Fujifilm Europe, comments: “Martin has a huge amount of knowledge and is an ideal fit for the role. Not only does he have impressive understanding of the industry but he has extensive experience working with print customers. He knows just what they want and need to make their business a success and understands print business models from start to end. We are delighted to have him on board.”

**About the Jet Press 750S High Speed Model**

With a productivity of 3,600 sheets per hour in High Quality mode and 5,400 sheets per hour in High Performance mode, the Jet Press 750S High Speed Model is the fastest 4 colour, B2 sheetfed inkjet digital press available.

There are around 250 Jet Press installations worldwide.

**About the 42K Printbar System**

The Fujifilm 42K Printbar System supports commercial printing, direct mail and transactional document production as well as folding carton and corrugated printing packaging applications. It provides a highly productive add-on solution for imprinting or can become part of an engineered system for a competitive edge.

**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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