**24th October 2022**

**Floricolor expands business offering and increases revenue with investment in Fujifilm Revoria PC1120**

*Floricolor is one of the leading producers of professional photography albums in the world. From its premises in Portugal, it serves customers in 27 countries around the globe, producing albums and other printed materials for some of the world’s leading portrait photographers. The company invested in a Jet Press 750S in 2018 and was impressed with its speed, quality and environmental benefits. Now, Floricolor has been able to expand its product offering further with its investment in the Revoria PC1120.*

Floricolor celebrated its investment in Fujifilm’s Revoria PC1120 press with an open house event in March 2022. Inviting several Portuguese customers, Floricolor and Fujifilm demonstrated the full potential of the new Revoria press – working in tandem with the Jet Press 750S – with printed samples and live demonstrations.

“The open house presented an initial opportunity for us to showcase what the Revoria can achieve, as well as giving our customers a chance to provide feedback.” explains Tiago Yu, CEO, Floricolor. “They were all very impressed with the results and what can be achieved, so we knew exciting times lie ahead.

“Our main market used to be wedding albums, but in recent years we’ve seen the demand for this service decrease. Demand for wedding invitations, however, is still just as strong, so we saw an opportunity to compensate for this loss in wedding album production by entering the wedding invitation space, something which has only been possible with the investment in the Revoria press. It also enables us to print large wedding album covers that we were previously not able to, helping us to expand our product offering and increase our revenue.

“With the Revoria PC1120, we have launched a new business venture named Studio 6. Under the Studio 6 brand, we print wedding invitations, thank you cards, business cards and special stationery for our customers. We use the PC1120, in combination with other finishing equipment, to offer our customers a range of unique products, using special colours such as gold and silver varnishes.

“In addition to the special colours, the PC1120 enables us to print on substrates of many thicknesses, sizes and types, including plastic – something that we could not achieve with any comparable press on the market. The machine’s media handling is also particularly impressive.

“The designers have been very impressed with the results that can be achieved from the Revoria press, particularly the special colours, textures and different substrates. Typically, it would be difficult to achieve a small run order of special colours, but with the Revoria PC1120, we are now able to do just that. All of our customers have been amazed with the quality and turnaround times.

“There are many ongoing challenges in the market, but Fujifilm is always a reliable partner that has enabled us to overcome these challenges and help us to grow. We have immense confidence in them to help us deliver print of the highest standard and we are looking forward to continuing to develop this relationship in the future.”

Filipe Marques, Country Manager, Portugal at Fujifilm Europe comments: “We’re delighted to have an ongoing partnership with Floricolor that continues to grow. It’s been great to see how their business has developed, following their investment in both the Jet Press 750S and more recently, the Revoria PC1120. We are excited to see what is next for Floricolor and how we can continue to support them.”

**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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