**26th October 2022**

**Vario Press Ltd adds Fujifilm Acuity Prime to its portfolio**

*The UK print and marketing agency has witnessed an increase in production speeds following their investment in the new Acuity Prime.*

Based in Slough, Berkshire, Vario Press is a marketing agency founded in 1970. With a wealth of knowledge and experience in print production, their products vary from exhibition graphics to branded gift packs. The company’s 45 staff produce a huge range of offset and digitally printed applications, offering services from design right through to mailing and installation.

In June 2022, looking to increase production speeds for its high quality products, the company invested in a new Fujifilm Acuity Prime flatbed printer. Already an integral part of its production portfolio, the new printer is being used to produce a range of applications on substrates including: perspex, correx, plastic, cardboard, paper and aluminium.

“We’ve had Acuity presses for 12 years and now, with this investment, we have three of them working together,” says David Clarke, Managing Director at Vario Press. “In those 12 years, I have not had one complaint about quality. And now, while maintaining that quality, the Acuity Prime offers improvements over and above previous models in three crucial areas. It is two to three times faster, the ink usage is lower and the vacuum system is divided into sections allowing more versatility in production and ultimately greater throughput.”

With energy prices an increasing challenge faced by print businesses, Clarke comments: “The Prime’s LED curing technology will give us an edge as the cost of energy and consumables continues to soar. And Fujifilm is also a very professional outfit with a track record for reliability and fantastic technical support. Would I buy another one?” he concludes. "Yes!”

Andy Kent, Divisional Manager, Fujifilm UK adds: “We’re proud of the partnership we’ve built with Vario Press over the years and we’re delighted the Acuity series has served them so well. With the Acuity Prime, we’ve been able to take our partnership to the next level to help Vario improve productions speeds whilst maintaining the high quality they have been used to with previous Acuity printers. We look forward to seeing what the future holds.”

**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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