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**Fujifilm UK looks to boost wide format market presence with the appointment of new Wide Format Sales Manager**

*Andy Webb, who has worked in the sector for more than a decade, will be responsible for the sale of Fujifilm’s Acuity range throughout the UK, as well as managing channel partner relationships*

Having recently launched its all-new Acuity range of wide format presses, Fujifilm is looking to strengthen and grow its market position in the UK, with the appointment of Andy Webb as Wide Format Sales Manager.

Prior to joining Fujifilm, Webb held managerial, consultant and sales roles at a number of respected print and technology firms, including Canon, Vpress and Ricoh.

Commenting on his new position at Fujifilm, Webb says: “What Fujifilm is doing in wide format is tremendously exciting – but what I found equally appealing about the company, is that so much is happening in other parts of the business too – and there’s a real sense of joint purpose across the whole company. It’s an established business, doing new and innovative things, and I’m delighted to have joined at such an exciting time.”

Speaking about the new Acuity range, Webb adds: “The first time I saw the Acuity Prime and Acuity Ultra R2, I was blown away by their print speeds and output quality, and I was very impressed by the prints they produced. The range features an amazing product line, with the potential to be really transformative for UK print businesses.”

Andy Kent, Division Manager, Fujifilm UK comments: “I am delighted to welcome Andy to the UK team. We are immensely proud of our new wide format range, and Andy’s extensive print industry knowledge and experience will be invaluable in bringing it to a much bigger audience across the country.”

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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.

**For further information contact:**

Daniel Porter

AD Communications

E: dporter@adcomms.co.uk

Tel: +44 (0)1372 464470