**9th February 2023**

**Fujifilm announces the commercial availability of its ApeosPro C series of light production digital printers**

*Featuring the world’s first high resolution LED printhead, and Fujifilm’s Super EA Eco toner, this new range is equally at home in a corporate office, design agency or light production professional print environment, and delivers superb, high quality print.*

Following a technology preview at Fujifilm’s Advanced Print Technology Centre in Brussels in late 2022, Fujifilm today announces the commercial availability of its ApeosPro C series. Built on a next-generation platform, the range is designed to produce superb, high quality print on a wide range of substrates and for a wide range of creative applications.

All printers in the range are designed for rapid, on demand printing, helping companies to take advantage of time-sensitive business opportunities. They can produce flyers, brochures, catalogues and a range of other marketing collateral – including banners up to 1.3 metres in length – and are also ideally suited to the production of confidential, high quality printing that cannot be outsourced (such as samples or product mock-ups). All printers can use a wide range of paper types, including: lightweight paper, cardstock, post cards, embossed paper and envelopes.

The ApeosPro C Series also benefits from the world’s first\* high resolution (2400 x 2400 dpi) LED printhead which creates incredible, high definition print via a very thin LED beam. The exposure unit does not vibrate because there is no drive mechanism, meaning image reproduction is incredibly stable, and the LED printhead itself consumes very low levels of energy, leading to lower power consumption, and lower operating costs.

As well as the high resolution LED printhead, The ApeosPro C Series also benefits from the use of Fujifilm’s Super EA Eco toner, which features in Fujifilm’s higher end production devices. In combination, the Super EA Eco toner and LED printheads produce ultra-smooth gradations, vibrant colours, and facilitate the reproduction of images with very fine lines and text. Furthermore, an additional ‘Gloss’ function brings a beautiful glossy finish to print where required.

The range includes three models: a standard model, the ApeosPro C750, a premium model, the ApeosPro C810, and the ApeosPro C650, which will offer an additional, ultra-accessible entry point for businesses with lower production requirements.

Mark Lawn, Head of POD Solutions, Fujifilm Europe comments: “We were excited to preview this series at our Peak Performance Print event in Brussels last year and delighted that we’re now able to announce commercial availability. Whether to support collaborative working securely in the office, to produce high quality marketing materials, or to produce brochures and promotional materials, the ApeosPro C series will enable a wide range of businesses to take advantage of the superb print quality and diverse range of applications it offers. We’re delighted to be bringing the benefits of Fujifilm technology to a broader range of users who, despite not having production-level print volumes, still need a solution which doesn’t compromise their quality requirements and media versatility.”

Fujifilm ApeosPro C series specifications and key features:

* C810: 81 A4 ppm (C750: 75ppm and C650: 65ppm)
* High-end Fujifilm Super EA Eco toner
* CMYK
* Print resolution 2400 x 2400 dpi (world’s first LED printhead)
* Paper stocks from 52-350 grams
* Paper Size: 100 x 148mm to 330 x 1300mm
* Heavy, coated and speciality media supported
* Up to 7,360 sheet capacity

\*Utilising dry-electrophotographic toner, as of March 2021 and according to Fujifilm research

**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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