**21st March 2023**

**Fujifilm Acuity Prime makes its Sign & Digital debut on Soyang/Josero stand**

*The recently announced partnership represents a shared commitment to innovation between Fujifilm and Josero, a Soyang Europe business*

Josero, a hardware supplier acquired by Soyang Europe in May 2022, will display the Fujifilm Acuity Prime on Stand G10 at the SDUK 2023 event which runs from 21st to 23rd March.

Based in Cambridgeshire, Josero has a team of inkjet specialists who have extensive experience and knowledge in the digital inkjet market. The company provides a comprehensive range of products, including machinery, inks, software solutions, and spare parts for wide format and super-wide format printers. Additionally, Josero offers technical support, distribution, and service contracts.

Wide format media supplier Soyang bought the majority shares of Josero in May 2022, allowing the two companies to combine hardware and material distribution expertise.

Sarah Winterbottom, Group Sales Director, Josero, comments: “The partnership with Fujifilm to supply the Acuity Prime was a natural next step, as Soyang was already a partner for the distribution of Fujifilm’s roll-to-roll Acuity Ultra R2 and Acuity Ultra Hybrid LED printers. With the hardware expertise and experience we have brought to the business it was only natural that we would also partner with Fujifilm to bring the Acuity Prime flatbed series to the UK market.

“The Acuity Prime is exceptionally well designed and user-friendly. Its excellent build quality has garnered positive feedback, cementing its status as a standout machine, something that will be clear to all visitors to our stand at SDUK this year.”

Andy Kent, Divisional Manager, Fujifilm UK, adds: “It is an exciting time, as the Acuity Prime is showcased at the Sign & Digital UK exhibition for the first time. By collaborating with a partner as knowledgeable and experienced as Josero, we are confident that we’ll be able to bring the range to an even wider market. We look forward to seeing how it is received at SDUK.”

Josero will showcase the Acuity Prime range on stand G10 at Sign & Digital UK from 21-23 March, 2023.

For more information on Josero, click [here](https://www.josero.com/?utm_source=referral&utm_medium=pr&utm_campaign=AcuityPrime).

For more information on the Acuity Prime, click [here](https://print-emea.fujifilm.com/product/acuity-prime/?utm_source=referral&utm_medium=pr&utm_campaign=AcuityPrime).

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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, or [youtube.com/FujifilmGSEurope](http://www.youtube.com/FujifilmGSEurope) or follow us on @FujifilmPrint.

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