**27th April 2023**

**Nuneaton Signs invests in the Acuity Prime 30 to support business growth**

UK-based social enterprise Nuneaton Signs has invested in a Fujifilm Acuity Prime 30 flatbed printer to support its business growth and product sales.

The company, which was established in 1982 in Nuneaton, UK, manufactures traffic signage and signs for a wide variety of commercial applications, whilst providing meaningful employment and training for people with disabilities, which affect 71% of its employees.

Daren Hollins, Head of Procurement at Nuneaton Signs said the company sought a new flatbed printer to speed up the production of its signs and manufactured goods. The company chose the Acuity Prime 30 because of its reliability, its ability to produce high quality prints and because it was in line with the company’s budget.

Hollins explains: “We went out to tender with various companies and we chose Fujifilm because we were impressed with the cost and efficiency of its inks, the cost of this printer and how overall, it was able to deliver in terms of quality and reliability – all while meeting our financial criteria.”

He adds: “It is two-and-a-half times faster than the previous printer we used for the same types of jobs. It is also quick to set up and easy to use – which is particularly important for our team members with disabilities.”

Hollins highlights that Fujifilm’s exceptional ink quality has enabled Nuneaton Signs to print high quality jobs on a variety of substrates. With a focus on the most sustainable substrates, Nuneaton Signs prints on: polypropylene; 100% recycled and recyclable cast acrylic sheets; polyester sheets; premium fibre structure paper board; recyclable aluminium composite material; lightweight foam board and many others.

He also says that Fujifilm provided excellent training and support, further enhancing his trust in the brand.

Engineered from the ground up, with the operator in mind, the Acuity Prime 30 – released in 2021 as part of Fujifilm’s new blueprint for wide format – has won Red Dot, Good Design and iF awards for its impeccable design features.

Hollins continues: “We visited Fujifilm’s Broadstairs site (in Kent, UK), and were given an extensive demonstration of the Acuity Prime 30, which turned out to be the ideal printer for our business’s requirements.

“The service provided by Fujifilm was excellent and efficient. When the machine was installed, it was ready for use – factoring our training – within a week.”

Andy Kent, Division Manager, Fujifilm UK, adds: “We value all of our customers and their business requirements. We’re particularly pleased to see that our printer is supporting Nuneaton Sign’s team members with disabilities – ultimately enhancing their independence.”

Social enterprises like Nuneaton Signs trade for a social purpose and reinvest or donate a percentage of their profits to further their cause. In the UK, there are around 100,000 social enterprises, which employ nearly 2 million people.

**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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