**13 April 2023**

**Fujifilm partners with Germany-based dealer Modico to bolster Acuity Prime sales in Europe**

*The dealer is set to increase the market presence of the Acuity Prime series in Germany, France, Italy and Spain – and has already sold its first two printers to graphic design business Tom Fox.*

Fujifilm today announces that it has formed a strategic partnership with Germany-based print dealership Modico and confirms that Modico’s first customer is graphic design firm Tom Fox.

The strategic partnership will see Modico taking on commercial distribution responsibilities across selected countries in Europe for the flatbed series, which includes the Acuity Prime 20, 30 and L models.

Modico’s first Acuity Prime 30 customer, graphic design firm Tom Fox, is headquartered in Schwendi-Hörenhausen in Germany. It manufactures fun, novelty products including LED coasters, “Walk of Fame” star mats, personalised boxes and band signs.

Winfried Wagner, Managing Director at Tom Fox, said he sought out reliable machines that could operate consistently at high speeds and with little maintenance required, in order to meet the demands of his customers.

The company has already installed an Acuity Prime 30 at its premises – and has invested in the larger model, the Acuity Prime L, which will be installed in the coming weeks.

Wagner says: “Both the Acuity Prime 30 and Acuity Prime L wide format presses are easy to use and able to deliver numerous prints per day – the quality of which is at the high standard that our customers expect.

“They also have very quick start-up times, enabling us to print almost immediately after they have been switched on. This again helps us to maximise our productivity.”

Colm Garvey, Dealer Manager at Fujifilm Wide Format Inkjet Systems, comments: “The Acuity Prime range was expertly designed from the ground up with the user in mind. That’s why it has won Red Dot, Good Design and iF Design awards for its impeccable features.

“Our new partnership with Modico will help us to continue serving our wide format customers across Europe and will ensure they are able to maximise their ROI.”

Modico’s CEO Joachim Kuon, notes: “It’s a pleasure to be working with Fujifilm to sell the Acuity Prime range. Fujifilm has a proven record of excellence, and the team is collaborative, professional and gave us excellent, straightforward training on the press. I look forward to seeing how our partnership develops throughout 2023 and beyond.”

**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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