**3rd April 2023**

**Fujifilm announces the launch of its Revoria and ApeosPro C Series of toner presses in France**

Fujifilm today announces that its Revoria and ApeosPro C Series toner presses are commercially available in France from 1st April 2023.

Since its launch in 2021, the Revoria range has enjoyed considerable early success, with strong sales across Europe. This next step represents a significant strategic development for Fujifilm, as it seeks to extend its reach in the European printing industry.

To support this growth, Fujifilm has appointed Jérome Garcin as Business Development Manager, POD, France. With 35 years of experience in the graphic communications industry, including 18 years in sales roles at Kodak, Jerome brings a wealth of knowledge and industry connections that will be invaluable in expanding Fujifilm's market presence in France.

Key responsibilities in Jérome’s new role will include maximising the market reach of the Revoria and ApeosPro C ranges in France, identifying and developing the necessary channel partnership to achieve this growth.

Jérome Garcin comments: “I have connected with many individuals from Fujifilm throughout my time prior to this role. The transition for me has been seamless. This is a tremendously exciting time to be joining Fujifilm and an exciting time for the local printing industry. We’re excited to be bringing the Revoria products to France. Fujifilm customers in many European countries are already enjoying the benefits of these high quality, versatile toner presses, and their huge potential for creative applications.”

Taro Aoki, Head of Digital Press Solutions, Fujifilm EMEA comments: “Fujifilm is embarking on a new venture in France with high expectations for success. Jérome’s reputation as a respected figure in the printing sector will be a valuable asset in extending connections with partners and customers. This makes him an integral player in the company’s efforts to bring the Revoria range to an increasing number of printers. Working with experienced and well-connected local representatives has been critically important to our sales strategy to date. Bringing the Revoria to France is a thrilling opportunity for Fujifilm, and we are excited to see the potential it holds for the local printing industry. We believe that the addition of the Revoria range in France will be a significant step forward for our overall business growth.”

**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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