**9th May 2023**

**Wide format specialist Oedim boosts its Acuity 'superwide' printer fleet by investing in an Acuity Ultra R2**

*The new machine is the fifth superwide Acuity press that Oedim has invested in.*

Spanish wide format specialist Oedim has once again partnered with Fujifilm to expand its fleet of Acuity wide format printers to increase productivity and support its growth.

The company, which already owns four Acuity Ultra printers, recently invested in a 5m ‘superwide’ Acuity Ultra R2.

The new printer, which has been installed at its 20,000 square metre site in Jaén, Spain, will predominantly be used to print wide format advertisements on canvases, as well as signage for events and building wraps.

Established in 1996, Oedim is a wide format print specialist that prioritises personalisation and efficiency, while delivering on versatility and value. Many of its customers operate in the marketing and advertising sectors, and require wide format prints on substrates including vinyl, cardboard, tarpaulin, textiles and more.

Oedim sought another Fujifilm wide format printer because it was pleased with the quality and reliability of its existing Acuity Ultra machines. It was also very happy with the service it had received from Fujifilm.

The Acuity Ultra R2, which is part of Fujifilm's new range of wide format printers, is available in 'superwide' 5m and standard 3.2m configurations, and Mercury UV and LED UV configurations. Engineered from the ground up, with the operator in mind, it has won Red Dot, Good Design and iF awards for its impeccable design features.

Miguel Ángel Gómez Cano, Managing Director at Oedim, says: "At Oedim, wide format prints are our speciality. Many of our customers operate in the marketing and advertising sectors and require wide format prints – be it on textiles, vinyl, cardboard or tarpaulin. Our investment in an Acuity Ultra R2 has enabled us to prioritise personalisation and efficiency, while delivering on versatility and value - all while achieving growth."

"The machine is not only intuitive and easy to use, it is also reliable and offers exceptional quality. This is proven, as we use it predominantly to print on mesh and canvases and events canvases. "

“Now, with an Acuity Ultra R2 included in our fleet of printers, we can offer our customers an even faster and more reliable service, particularly when delivering ‘superwide’ 5m prints.”

Speaking about working with Fujifilm, Cano says: “Our investment in yet another Fujifilm printer has enhanced our confidence in the company as a trusted and reliable partner.”

Joan Casas, Manager at Fujifilm Graphic Communications, Spain, comments: "We're thrilled that the Acuity Ultra R2 is helping Oedim meet the needs of its customers and we thank them for being a loyal Fujifilm partner."

**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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