**22 May 2023**

**Soyang Open House event demonstrates award-winning capabilities of Fujifilm’s 5m Acuity Ultra R2 roll-fed printer**

Soyang, a UK-based partner of Fujifilm, recently hosted an Open House event to showcase the remarkable capabilities of the ‘superwide’ (5m) Acuity Ultra R2 roll-fed printer to customers in its showroom.

As a highly respected wide format materials supplier looking to enter into hardware sales, Soyang initially partnered with Fujifilm in mid-2022 to become a distributor of the Acuity Ultra R2 in the UK.

The company was impressed with the machine’s ability to deliver on quality, reliability and ROI.

The well-attended Open House took place in Soyang’s new, purpose-built Acuity Ultra R2 showroom at its 70,000ft² head office and distribution centre in Accrington, Lancashire. In addition to the new showroom, Soyang stocks more 1.5 million m² of printing solutions, including a vast variety of substrates.

Soyang Europe Managing Director Mark Mashiter commented: “The Acuity Ultra R2 printer is a revolutionary machine and is part of Fujifilm’s new blueprint for wide format. At Soyang, we’re historically very well known for finding solutions to 5m prints, so as we branch out from being a wide format materials supplier into hardware, we felt that the ‘superwide’ 5m Acuity Ultra R2 printer would be a perfect fit for our portfolio.”

He adds: “We already support a huge number of customers in the wide format sector with material sales. We’re pleased to be able to offer hardware too.”

Soyang’s Open House event was hosted in partnership with Josero, a leading UK supplier of wide format printers, sign and print finishing equipment and printing supplies. Soyang, which bought the majority shares of Josero last year, has also partnered with Fujifilm to distribute the Acuity Prime flatbed printer in the UK.

Sarah Winterbottom, Group Sales Director at Soyang and Josero, said: “We specialise in wide format printing equipment, but we had a gap in our product offering. Following Soyang’s collaboration with Fujifilm to sell the Acuity Ultra R2, it made perfect sense for us to become a distributor of the Acuity Prime flatbed printer. We’re very excited to include this machine as part of our product offering and we look forward to seeing it make a difference to our customers’ printing businesses.”

Soyang customer Vincent Randall, co-owner of MediaCo Group, commented: “It was a pleasure to attend Soyang’s Open House event and it was great to see the Acuity Ultra R2 in-person. The fact that Fujifilm is making machines and designing them around users’ needs – and around their inks – is significantly important to companies like ours.”

Launched in mid-2021 as part of Fujifilm’s new Acuity wide format range, the Acuity Ultra R2 and Acuity Prime flatbed printers have each won iF, Good Design and Red Dot awards for their impeccable design features.

Andy Webb, UK Wide Format Sales Manager at Fujifilm, notes: “Our Acuity wide format machines were all fully developed by Fujifilm to maximise usability and ROI. We’re confident that Soyang’s extensive industry knowledge, expertise and customer base – all demonstrated at its recent Open House event – will help us to boost Acuity Ultra R2 and Acuity Prime sales across the UK.”

**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, or youtube.com/FujifilmGSEurope or follow us on @FujifilmPrint.

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