**1st June 2023**

**Fujifilm Europe Officially Opens the New Fujifilm Print Experience Centre at European Headquarters**

*FUJIFILM Europe GmbH today launches "Print Experience Centre," an innovative concept aimed at elevating the value of the print medium through integrated experiences ranging from photographic to industrial prints*

The new Fujifilm Print Experience Centre (henceforth "PEC"), which brings together the most advanced technologies and products from the Graphic Communications and Photo Imaging divisions, is located at Fujifilm's new European headquarters in Ratingen, in a 1,200-square-meter design space.

The PEC represents a real "call-to-action" for all visitors, a collaborative space where they can imagine and experience the present and future of the printing industry in all its broadest forms. It will offer training and demonstrations to Fujifilm customers and partners, as well as the opportunity to evaluate and experiment with varied media and receive support to achieve optimal printing results. The area is equipped with co-working and events space to expand its intended use and ensure maximum comfort for visitors and users.

“It is with great excitement that I am kicking off the activities of the Print Experience Centre, a unique concept dedicated to the world of the printed image, which complements the experiential equipment of our European headquarters in Ratingen, which was inaugurated last year."- said Yoshiki Kimura, President and Managing Director of FUJIFILM Europe GmbH - "In these spaces, we can now offer our stakeholders the opportunity to touch the result of Fujifilm's technological vision, and we are confident that this will be a source of great inspiration to forge new partnerships strengthen existing ones."

The printing systems in action are:

**Photo Imaging**

* DE100-XD
* CX 3240
* Instax cameras and printers

**Graphic Communications**

* Jet Press 750S
* Revoria Press PC1120
* Revoria E1 Series
* ApeosPro C Series
* Imprinting systems
* Acuity Prime

**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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