**21 June 2023**

**Fujifilm partners with GPG to create show-stopping stand graphics at FESPA 2023**

*GPG chose the Fujifilm Acuity Ultra R2 for its speed and versatility and, in its first job – printing FESPA stand graphics – it proved its capability to deliver on reliability, productivity and ROI.*

Fujifilm has collaborated with German printing business GPG Digitaldruck to create its eye-catching FESPA 2023 stand graphics.

The graphics were designed to showcase Fujifilm’s Blueprint Live concept, which was first launched at FESPA 2022 and celebrates Fujifilm’s all-new Acuity range of wide format printers, developed in-house from the ground up.

German-based GPG invested in Fujifilm’s superwide 5m Acuity Ultra R2 roll-fed printer and used it to produce a total of 700 square metres of graphics for the Fujifilm stand at FESPA 2023. Fabric substrates used included: black back, voile and pearl.

Daniel Gutendorf, CEO of GPG, says he is more than satisfied with the quality and reliability of the machine – and in particular, the speed at which it was able to complete the jobs.

“It’s our first machine from Fujifilm,” he says. “But it certainly won’t be the last! We have a range of roll-to-roll printers – but this one is much faster – twice as fast as our other 5m machines. It only took us a day to print all of Fujifilm’s FESPA 2023 stand graphics on it, and all without compromising on quality. I’m very happy with the results.”

David Burton, Business Director of Fujifilm Wide Format Inkjet systems, adds: “Our Acuity range was created with our customers’ needs in mind, and designed to deliver on speed, reliability and productivity. This is a proven case of the Acuity Ultra R2 doing just that.

“We’re pleased that GPG chose to invest in our printing technology, which is backed by decades of research and expertise in the sector.

“The end result is our striking, show-stopping FESPA stand graphics, which – along with our printers on display – consistently drew in crowds.”

**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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