**15th June 2023**

**Paragon Germany confirms investment in Fujifilm imprinting solution for direct mail production**

*The company cited the reliability and high up-time of the technology, as well as Fujifilm’s robust local service operation, among its reasons for the investment*

With more than 9,000 employees in 20 countries and an annual turnover of more than €1.2 billion, Paragon Group is a major global player in direct mail, transactional print, business outsourcing and packaging. Within that wider business, Paragon Germany employs more than 1,200 employees across eight locations in Germany, Czech Republic and Poland.

Looking to replace legacy inkjet imprinting equipment on a direct mail production line in Schwandorf, Germany, the company has turned to Fujifilm and its industry-leading imprinting solutions – installing a pair of one metre wide Fujifilm imprinting bars to print to the front and the reverse of the web.

“There were a number of reasons we went with Fujifilm over rival systems,” explains Bernd Wein, Paragon Operations Director, Direct Mail. “We liked that they fully own all the technologies – the printheads as well as the integration technology. It gives us confidence to be dealing with one partner – a partner that we were confident could offer the service and support we need to ensure ongoing smooth operation and the swift resolution to any problems.”

“It’s also proven technology,” Mr Wein continues. “Fujifilm has a long heritage in inkjet, and its imprinting solutions are tried and tested. They’re a strong and respected manufacturer and a financially robust and stable company that we know we can depend on over the long term.

“The fact that Fujifilm acquired Unigraphica in 2022 was also a factor in our investment decision. The combination of Fujifilm and Unigraphica inkjet systems integration expertise was a very attractive proposition.

“Finally, Fujifilm was also able to provide a bespoke system as large as one metre wide. No one else we spoke to was able to do that. And furthermore, compared with our legacy system, the Fujifilm imprinting system gives us more up-time, shorter set-up times and results in far less waste.”

Stefan Steinle, Sales & Business Development Manager, FUJIFILM Integrated Inkjet Solutions, Europe comments: “We’re delighted that a company of Paragon’s reputation and standing has chosen to invest in Fujifilm inkjet imprinting technology. We look forward to boosting Paragon’s productivity, and reducing its costs for many years to come.”

**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.

**For further information contact:**

Daniel Porter

AD Communications

E: [dporter@adcomms.co.uk](mailto:dporter@adcomms.co.uk)

Tel: +44 (0)1372 464470