**26th July 2023**

**Fujifilm South Africa puts itself on the map with successful Open House event**

*Fujifilm South Africa recently hosted an Open House event to unveil its new, custom-designed Head Office and showcase the company’s Graphics and Imaging technologies.*

Under the theme ‘Print. Cut. Workflow.’, the well-attended Open House took place in its new office in Sandton, Johannesburg. The building allows for the latest Fujifilm printing technologies to be showcased, as well as easier access and increased utilisation of space.

The new facility is an improvement on the previous, smaller building, which had limited space for equipment and unused office space as a result of the shift towards hybrid working, particularly since the pandemic.

With a new focus on technological developments, the new-and-improved facility incorporates an enlarged technology centre. In addition to this, the team also created spaces for boardrooms, a training centre, a 35 seater auditorium and Fujifilm’s graphics technologies, healthcare, imaging solutions.

As well as displaying and demonstrating a variety of solutions, the event also showcased Fujifilm’s new Acuity range and enabled customers to run sample prints and interact with industry experts.

Grant Potgieter, General Manager, Graphic Communication Division at Fujifilm South Africa, comments: “Our Open House event not only marked the unveiling of our new building, but also celebrated ten years of Fujifilm South Africa. Our new facility further solidifies our position as a serious player in the market and reiterates the message that Fujifilm is here to stay.”

He added: “Sandton is the South African hub of business, and relocating to a safer and easily accessible location will maximise the potential of our business.”

Visitors, particularly those operating in the signage and wide-format markets, were impressed with the new facility and event.

Cindy Moller, Head of Debtors at printing and cutting firm Kyta Industries, says: “Fujifilm South Africa has opened a world class facility. It is very important for printers to partner with innovative and forward thinking suppliers, and Fujifilm South Africa’s new Technology Centre offers exactly this. We look forward to seeing technology demos, and testing the new print and cut equipment on display.”

**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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