**18th September 2023**

**Künkler Industrieschilder GmbH powers up digital transformation for signage production with Acuity Prime 30 investment**

*Acuity Prime investment is boosting production and business growth at the German signage firm.*

Unnau-based industrial signage expert, Künkler, is strengthening its digital production capabilities with a strategic investment in the Fujifilm Acuity Prime 30 flatbed printer. The investment will enhance the company's ability to meet customer needs for high quality, personalised signs in lower quantities and with more sophisticated designs.

For more than six decades, the traditional company has provided bespoke signs to various industrial sectors. Founded in 1959, the company has grown successfully over the years, always striving to serve its customers comprehensively and satisfactorily. Now, with the investment in Acuity Prime 30, it continues this tradition of growth and customer-centric service.

Andreas Altenburg, Managing Director at Künkler, said: “The need for digitalisation is more pressing than ever in our industry, especially in an area as competitive as ours. Our Acuity Prime 30 was installed in June 2022. Its 7 ink channels (CMYK + White, Clear and Primer) and ColorGATE RIP are allowing us to expand our digital production and offer new products that were previously only possible with screen printing. The speed and quality offered by this printer are unparalleled.”

The company chose the Acuity Prime 30 after comparing it with multiple competitors. “Our decision was influenced by three main factors: the exceptional ink quality, the competitive price-performance ratio, and the outstanding support from the team,” Altenburg explained.

“The Acuity Prime 30 printer offers exceptional ink quality, which is crucial for sign manufactures due to the vast range of metals and plastics they work with. The ink provides sharp edges and excellent adhesion to a wide variety of materials, even without a primer. When used with a primer, the inks’ resistance to chemicals and cleaning agents is unbeatable.”
Further investments in lasers, milling and cutting machines are also planned as part of the company's broader digitisation strategy. These advancements will ensure Künkler maintains its position in a competitive market and continues to serve its customers to the best of its ability.

“We value the trust that Mr Altenburg has placed in Fujifilm," said David Burton, Director of Fujifilm Wide Format Inkjet Systems. "We're particularly pleased to see our printer supporting their ambitious digitisation strategy. We look forward to a long and successful partnership.”

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**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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