**11th October 2023**

**Fujifilm confirms larger drupa 2024 stand to showcase expanding commercial, packaging and wide format product portfolios**

Fujifilm Europe today announces that it has booked a 20% larger stand at drupa 2024 to accommodate its much-expanded digital production portfolio. Having originally booked a 2,020m2 stand in hall 8b, the same size and position as in 2016, Fujifilm agreed with the event organisers to move to a new location within the same hall in order to be able to add an additional 400m2 of stand space.

Taku Ueno, Senior Vice President, Graphic Communications Division, FUJIFILM Europe GmbH, says: “The last few years have seen a real transformation in Fujifilm’s product portfolio across all market sectors, and what better time and place than the world’s biggest global print exhibition (returning after an eight-year hiatus) to showcase these recent developments, together in one place for the first time.

“Since 2021, we have seen the complete redesign and relaunch of our Acuity range of wide format printers, the expansion of our analogue packaging portfolio, along with the launch of our first digital flexible packaging press, and of course the introduction of a large and growing range of toner presses for the commercial print market.

“The expansion of our range of digital presses for commercial applications is particularly significant. With the launch of our Revoria Press and ApeosPro ranges, combined with the industry-leading Jet Press 750S High Speed Model, we now have a full range of inkjet and toner solutions to offer the best of both worlds to any commercial print business, whatever the demands of their customers.

“And we’re still just getting started. We’ve just announced two new digital presses, the Revoria Press EC1100 and the Revoria Press SC170/180, which we showcased simultaneously at Sign & Print in Sweden, C!Print in Spain and The Print Show in the UK, and there will be other significant announcements relating to our toner portfolio leading up to, and during, drupa 2024.”

“As well as the huge number of new digital solutions, Fujifilm also remains a global leader in the manufacture and supply of technologies and consumables for analogue applications, whether that is offset, flexo or screen printing.”

“drupa 2024 represents the perfect opportunity for Fujifilm to combine all these solutions in one place, and to come together with our growing range of leading partners from across the industry, to showcase world-class pre-press, print and finishing solutions designed to give our customers a competitive edge.”

“Altogether, this all adds up to a lot to talk about and a lot of stand space needed. We’re hugely excited about the exhibition, and look forward to the opportunity to demonstrate how Fujifilm’s expanded portfolio, in conjunction with our industry-leading partners, can help print businesses across all sectors.”

**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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