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**World-first: Allen Signs becomes first business to invest in Fujifilm Acuity Prime Hybrid to support its efficiency and expansion**

*The new hybrid printer, capable of printing on rigid and flexible substrates, has enabled the company to diversify its product offering and streamline its production*

UK-based signage and vehicle livery specialist Allen Signs has become the first company to invest in Fujifilm’s new Acuity Prime Hybrid printer. The ground-breaking machine, which was released earlier this year, is highly versatile due to its ability to handle both rigid and flexible media.

The family-run wide format business was established in 1965, and since then, has been producing a variety of different signage applications for its consumers.David Allen, the company’s Managing Director, says his interest in the Acuity Prime Hybrid stemmed from its versatility and economical ink consumption.

Allen comments: “Due to our familiarity with hybrid platforms, we sought the Acuity Prime Hybrid as an opportunity to explore the Fujifilm brand further. The printer has now allowed us to carry out our normal production with minimal issues and excellent quality and ink performance.”

Allen adds that the Acuity Prime Hybrid’s versatility has enabled his business to print on a wider variety of substrates more efficiently and cost-effectively. The machine is already being used to print on wall coverings, direct to board and even metallic surfaces.

Impressed by the printer’s ease of use, Matt Ryder, Print Specialist at Allen Signs, says: “We tried a job on the new Fujifilm machine, and instantly, it tracked. It was perfect. As for materials, we are yet to come across a substrate that doesn’t work.”

Having built a partnership, based on trust, with Fujifilm, Allen adds: “Fujifilm has been an absolute breeze to deal with. The installation and the training were extremely quick and efficient. I’m looking forward to seeing how the Acuity Prime Hybrid printer will allow us to expand our business in the future.”

Andy Kent, Division Manager, Fujifilm Graphic Communications UK, states: “We are delighted to hear that our wide range of customers are more than satisfied with our printing technologies. As a result of Allen Signs investing in our Acuity Prime Hybrid, they have seen significant increases in print quality and a reduction in costs, whilst expanding their substrate selection. It’s fantastic to see them exploring new business opportunities.”

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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, or youtube.com/FujifilmGSEurope or follow us on @FujifilmPrint.

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