**14th November 2023**

**Dutch print company Impressed upgrades to Jet Press 750S High Speed Model**

Based in Rotterdam, Netherlands, Impressed is a respected printing company focusing mainly on the creative industry and regional commercial printing market. Founded in 1995, Impressed is currently in the process of merging with Kapsenberg van Waesberge, a print business with an incredibly rich history that dates all the way back to 1590.

With 20-30 employees active in the new, combined organisation, the upgrade to the Jet Press 750S High Speed Model stands poised to bolster the team’s capabilities significantly.

In 2015, Impressed made its initial investment in the Jet Press 720S, marking its first collaboration with Fujifilm, and its first foray into inkjet. This decision was motivated by the potential to produce high quality, short run print in B2 format, and led to Impressed winning work with new customers, such as creative agencies.

In September 2023, the company decided to upgrade their original press and installed the Jet Press 750S High Speed Model. The upgrade was primarily driven by the increased productivity and performance available with the new model, as well an increase in the price of offset consumables, which is driving the company to print more work digitally.

The Jet Press 750S High Speed Model is helping Impressed expand its market reach within the creative sector, broadening its appeal to other organisations, including art galleries and museums, and throughout the sales and installation process, Impressed has found its dealings with Fujifilm to be of a consistently high standard.

Bas Gravesteijn, General Manager, Impressed, comments: “We’d had no prior experience with inkjet devices before our initial Jet Press investment in 2015. We explored a range of options back then, including both simplex and duplex machines, and overall we found that there was nothing that matched the Jet Press. Despite being a simplex press, its variable data printing functionality makes it incredibly easy to use for both single and double-sided applications and we’ve found it very straightforward to transfer a wide range of jobs from offset. It’s brought huge benefits to the business over the past eight years and enabled us to target new customers in new markets. In upgrading now to the Jet Press 750S High Speed Model, our digital print capabilities are going up yet another level, and we’re going to be able to transfer even more work to digital that would have been printed offset in the past. This will be especially valuable for the high end work currently being offset printed for Kapsenberg’s clientele.

“We opted to continue our partnership with Fujifilm because we believe there is no other press available on the market today that produces better quality than the Jet Press 750S. It is simply the best, and offers us exactly what we are looking for to continue our growth.”

Taro Aoki, Head of Digital Press Solutions, Fujifilm Graphic Communications Europe comments: “We are proud to support Impressed's commitment to quality and innovation in the printing industry. Their success underscores the capabilities of the Jet Press 750S and reflects our ongoing dedication to delivering top-tier technology and support to our valued customers.”

To find out more about the Jet Press 750S High Speed Model: [https://print-emea.fujifilm.com/product/jet-press-750s-hsm/](https://print-emea.fujifilm.com/product/jet-press-750s-hsm/?utm_source=referral&utm_medium=pr&utm_campaign=JetPress750S)

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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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