**19th March 2024**

**Ateliers Cassandre invests in Fujifilm Acuity Ultra R2 to drive up productivity and growth**

*The machine’s ability to print extremely high quality at high speeds made it the obvious choice*

French digital printing specialist Ateliers Cassandre has invested in the Acuity Ultra R2 roll-fed printer to support its business growth and the efficiency of its printing processes.

The family-owned business, which was established in Essonne three decades ago, produces numerous applications including exhibition stands, retail displays, textiles and more. The ISO-certified company’s premises is the biggest manufacturing site in Ile de France.

Always appreciative of its customers’ deadlines, Ateliers Cassandre prides itself on delivering high quality projects in a timely manner. To support this strategy, the company continuously invests in top performing, cutting-edge technologies, such as the Fujifilm Acuity Ultra R2, which owner Clément Asnar first saw in action at FESPA 2022.

Asnar believed the Acuity Ultra R2 would be an ideal addition to his business for a number of reasons. It has printing speeds of 600m2/h; its 3-level greyscale printheads deliver 3.5 pl drop sizes for exceptional photo printing quality, while minimising ink usage; and the printer also has a very low energy consumption. It is ultimately capable of boosting Atelier Cassandre’s productivity, helping it to complete more than 50,000 jobs per year, and delivering an excellent ROI.

Clément Asnar, Owner, Ateliers Cassandre, comments: “When we first saw the Acuity Ultra R2 at FESPA 2022, we were wowed with its design features and exceptional printing quality. We then visited a client in Southern Spain, who already had the machine in its fleet, and we were further impressed with its high productivity.”

Asnar adds: “With our annual growth rate being approximately 10%, we are in a phase of rapid development and our commitment to excellence drives us to collaborate with the best. That’s why we partnered with Fujifilm – an established brand and expert in digital printing. The Acuity Ultra R2 has proven to be a worthwhile investment and we look forward to collaborating with Fujifilm in the future.”

Shaun Holdom, Marketing Manager, High End Products at Fujifilm Wide Format Inkjet Systems, adds: “Launched in 2021 as part of Fujifilm’s fully redesigned Acuity wide format range, the Acuity Ultra R2 roll-fed printer has won iF, Good Design and Red Dot awards for its impeccable design features.

“We’re thrilled that the Acuity Ultra R2 is helping our customers, such as Ateliers Cassandre, to push the boundaries with quality, productivity and print speeds, while remaining energy efficient and delivering on ROI.”

To learn more about Fujifilm’s wide format solutions, get in touch below: [https://fujifilmprint.eu/wide-format-sector/](https://fujifilmprint.eu/wide-format-sector/?utm_source=referral&utm_medium=pr&utm_campaign=WideFormat)

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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 [fujifilmprint.eu](https://fujifilmprint.eu/) or at youtube.com/FujifilmGSEurope or follow us at @FujifilmPrint..

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