**12th March 2024**

**Grafiche Arrara celebrates 100th Anniversary with Fujifilm Jet Press 750S High Speed Model installation**

*The company has noted productivity benefits and a reduction in costs six months on from the installation*

Based near Milan, Italy, [Grafiche Arrara](https://www.grafichearrara.com/) is a distinguished printing company, with a legacy dating back to 1923. With a dedicated team of 11 professionals, the company specialises in an extensive array of products, such as business cards, brochures, postcards, large format printing and direct printing on rigid media. The company also offers graphic design services beyond print production. Grafiche Arrara invested in a Jet Press 750S High Speed Model in June 2023, as the company celebrated its 100th anniversary, marking a proactive step towards digitisation, resulting in multiple benefits.

Fabio Peviani, CEO of Grafiche Arrara comments: “The decision to invest in the Fujifilm Jet Press 750S High Speed Model was prompted by our quest for revitalisation, recognising the transformative potential of replacing old equipment with cutting-edge technology.”

The installation is not Grafiche Arrara’s first experience working Fujifilm, having previously invested in an Acuity LED 1600, a testament to their trust in Fujifilm’s technology and support.

Mr. Peviani comments: “The integration of the Jet Press 750S High Speed Model, marks a step into commercial inkjet technology for us. It has significantly improved our overall production efficiency, speeding up the printing of jobs that previously required plate making, offset start-ups, and external processing.”

“Six months on from the installation, we would highly recommend the Jet Press 750S High Speed Model. Its outstanding print quality and the reduced costs it offers were key advantages of the Jet Press, compared to competitor machines”.

Mr. Peviani comments: “Customer feedback reflects high satisfaction with the quality of products produced by the Jet Press 750S High Speed Model. Customers have not been able to distinguish the difference, compared to offset, at all.”

Recognising the persistent challenges in the industry, including competition from online printing and the need for increased print speeds, Grafiche Arrara asserts that its new machine and collaboration with Fujifilm will effectively tackle these issues.

Mr. Peviani adds: “Along with the Jet Press 750S High Speed Model, our relationship with Fujifilm helps us to attract new customers, deliver superior, highly productive, high quality print, and increases our competitiveness in the industry. We know that we can tackle such challenges confidently and continue growing as a company.”

Taro Aoki, Head of Digital Press Solutions, Fujifilm Europe comments: “The installation of the Fujifilm Jet Press 750S High Speed Model by Grafiche Arrara is a significant milestone that aligns seamlessly with their impressive century-long commitment to innovation and sustained growth. We at Fujifilm are not just providers of cutting-edge technology; we are proud partners in Grafiche Arrara's journey towards enhancing its printing capabilities. This partnership underscores our shared vision for pushing the boundaries of what's possible in print technology and empowering businesses to thrive in a dynamic market. We look forward to continued collaboration and success with Grafiche Arrara as they enter a new era of efficiency and excellence.”

To find out more about the Jet Press 750S High Speed Model:

[https://fujifilmprint.eu/product/jet-press-750s-hsm/](https://fujifilmprint.eu/product/jet-press-750s-hsm/?utm_source=referral&utm_medium=pr&utm_campaign=JetPress750SHSM)

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

**For further information contact:**

Daniel Porter

AD Communications

E: dporter@adcomms.co.uk

Tel: +44 (0)1372 464470