**Fujifilm announces the launch of a new range of multifunction office printers for the UK market**

**Fujifilm branded “Apeos” office printer series now available in the UK, following a successful introduction in Italy**

Bedford, UK, April 29, 2024 – Fujifilm Europe announces the arrival of its high quality multifunction office printers, Apeos\*1 series in the UK market. Developed by FUJIFILM Business Innovation Corp. of Japan, the series was successfully introduced in Italy earlier this month and was showcased at a specialist media event on April 25th in the Fujifilm Customer Innovation Centre, Luton. This marks a further expansion of the phased rollout across Europe, with additional countries to follow in the coming months. Fujifilm partnered with respected Business Solutions provider, Aurora, for the initial launch of the Apeos series in the UK, with further expansion planned through a partner channel business model.

FUJIFILM Business Innovation is the number one supplier of A3 multifunction printers in the Asia Pacific region\*2, with Fujifilm technology powering millions of office printers across the globe. Prior to today, none of these devices had been available under the Fujifilm brand except in the Asia Pacific region.

Fujifilm will be offering the A3 multifunction printers, Apeos series, with a focus on productivity, reliability, and growing demands in the work environment. The printers provide uncompromising usability, enhanced security, with quick and simple operability to support user’s success in Europe.

Built on Fujifilm’s decades of print and imaging expertise, the ultra-reliable Apeos range is designed for the modern workplace. From remote / mobile printing capabilities, to superior security features and exceptional sustainability credentials, Apeos is a high-value multifunction printer range, designed to support digital transformation, and to meet the rapidly changing and hugely diverse demands of the fast-paced, flexible, post-Covid office environment.

“It’s hugely exciting to be entering the European office printer market after our entry into the toner production printer business in Europe in 2021.” said Taku Ueno, Senior Vice President, Device Technology Division of FUJIFILM Europe. “We’ve had tremendous success in the last three years introducing high quality Fujifilm branded production printers to the market, and the launch of our office printers is the natural next step.”

Andy Moffitt, CEO of Aurora adds: “We pride ourselves both on the breadth of our product offering and the quality of the products and services we provide to our customers. Anyone with any knowledge of dry toner print technology, and the development of office printing solutions over the decades, understands the critical role that Fujifilm has played, and continues to play in that story. So to now be able to work with Fujifilm directly in the UK is going to be of huge benefit to our customers – and is very exciting for us.”

**Key features of the Apeos series:**

* Quality
* Class leading print resolution of 1200 x 2400 dpi
* IReCT, digital image adjustment technology, minimises colour mis-registration
* Versatile media handling capabilities with speed ranging from 20 -70 pages per minute.
* Security
  + BLI Security validation (Keypoint Intelligence)
  + Unauthorised user protection
  + Robust data protection
  + Protection against unauthorised access
* Usability /Reliability
  + Accelerated operations with no wait time
  + Flexibility in office layout
  + Seamless connectivity with mobile devices
  + Easy navigation with simple UI and Attention Light
* Sustainability
  + IH fusing technologies that reduce energy consumption
  + LED printhead that enables energy saving design
  + Super EA-Eco toner that contributes to reduced power consumption thanks to low-temperature fusing
* Supports digital transformation
  + Work from anywhere/ hybrid working capability
  + Seamless integration promoting cloud connectivity
  + Advanced Scanning functions support your digitisation process with features including searchable OCR, automatic orientation of scanned pages to upright position, and correcting the skewed page or removing blank pages.

\*1 Apeos is a Fujifilm brand developed by FUJIFILM Business Innovation for its multifunction printers and devices. It has since evolved into an integrated brand for Fujifilm office products, including solutions and services.

\*2 Source：IDC WW HCP Tracker, 2022Q4, Share by Company A3 Colour Laser Shipping units, Year：CY2022

**ENDS**

**About FUJIFILM Business Innovation**

FUJIFILM Business Innovation is a global leader committed to continuously deliver innovations to customers’ businesses worldwide, for creating innovative and fulfilling workplaces by effectively adopting information and knowledge through digital transformation (DX). We have pioneered numerous technologies and accumulated expertise since our establishment in 1962, to build an environment that encourages the use of one’s creativity to maximize organizational strengths. Our portfolio includes conducting R&D, manufacturing and sales of world-class workflow solutions, IT services, and printing equipment such as digital multifunction printers (MFPs). We also offer business process outsourcing (BPO) services as well as marketing and implementation support of Enterprise Resource Planning (ERP) systems.

On 1 April 2021, we have changed the company name to FUJIFILM Business Innovation. More than just a name change, it embodies our commitment to continue as a company that always pursues business innovation.

https://fujifilm.com/fbglobal

**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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