**1st June 2024**

**Global first: Fujifilm and Barberan announce first sale of new HS Series single-pass inkjet platform, with deal agreed on the Barberán stand at drupa 2024**

*Linney, a full-service UK-based marketing agency, has become the first company in the world to invest in the new, ultra-high productivity, single-pass HS Series – developed in partnership by Fujifilm and Barberán.*

Fujifilm and Barberán are pleased to confirm the first global sale of the HS Series single-pass inkjet solution for the sign and display market, with the deal agreed on the Barberán drupa stand on 30th May.

Linney, founded in 1851, is a full-service creative marketing agency, with more than 1,200 staff, offering clients a full spectrum of digital services, alongside print production. Charles Linney, a company director, and part of the sixth generation of the Linney Family working in the business, sees the investment as hugely significant:

“Its so important for the business to keep on top of the changing technologies available in the industry, and something we watch carefully, The HS series really does feel like a huge step forward and will help us cater for the ever increasing speed to market that our clients need”

Mr Linney continues: “Back in 2009 we were one of the very first adopters of the Inca Onset range – and our relationship with Fujifilm which began back then has been very important to us ever since.

“We strongly feel that the time for single-pass inkjet is here; we wanted something with reliability, speed, quality and excellent up-time in equal measure.

“On all of these measures, the HS Series has hugely impressed us. It’s 5-10 times faster than the previous technology, the quality is fantastic, and our operators have been mightily impressed.

“We’re excited to be investing in this press, and we’re delighted that it will be Fujifilm and Barberan partnering with us as we do that. Both of them have been fantastic to work with.”

David Burton, CCO, Fujifilm Wide Format Inkjet Systems says: “As they approach their 175th anniversary, we’re delighted that Linney, a partner of ours in wide format print for more than a decade, has chosen to invest in the HS Series. We look forward to an even closer partnership in the coming years, as we work with them as they develop the business further.”

Jesús Barberán, Owner, Barberán adds: “We’re hugely excited to be working with Fujifilm on the HS Series project and we’re delighted to welcome our first customer for this ground-breaking platform. Linney, like Barberán, is a family business. And like us, over the decades, they’ve grown by investing in the future and by leading the way in adopting new technologies. We look forward to a long successful future working together.”

**About the HS Series**

The single-pass inkjet technology of the Fujifilm HS series represents the next generation for the display graphics market. Combining Barberán’s precision engineering and Fujifilm’s mastery of ink chemistry and inkjet technology, the series can offer print speeds of over 6,000m2 per hour, at exceptional levels of quality.

The series also offers unrivalled modularity, with each press tailor-made, and carefully configured, to achieve optimum results for specific business needs.

To learn more visit [www.hs-series.com](http://www.hs-series.com).

**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 or [youtube.com/FujifilmGSEurope](http://www.youtube.com/FujifilmGSEurope) or follow us on @FujifilmPrint.

**For further information contact:**

Daniel Porter

AD Communications

E: dporter@adcomms.co.uk

Tel: +44 (0)1372 464470