**2 June 2024**

**Fujifilm and IGEPA Belux agree strategic partnership at drupa 2024**

*The new partnership will bring the Acuity Prime machines to a wider network of print service providers in Belgium and Luxembourg*

Fujifilm is pleased to announce its new strategic partnership with dealership IGEPA Belux to support the sales of the Acuity Prime range in areas of the Benelux region.

The partnership between Fujifilm and IGEPA Belux was confirmed at Drupa 2024. The arrangement will see IGEPA Belux taking on commercial distribution responsibilities for Fujifilm’s Acuity Prime range printers. IGEPA Belux will thus be the only distributor in Belux who will sell and support these printers within the visual communication market.

Cindy Danis, Sales Manager – Equipment LFP at IGEPA Belux, comments: “We are very pleased to have become a wide format dealer for Fujifilm. It’s a trusted and established brand that creates fast, versatile and robust printers – some of which have won multiple awards. This partnership means a broadening of our product range. With the Acuity Prime Hybrid printer we will be able to be even more responsive to our customers' needs. I look forward to having the Fuji machine in our showroom and demonstrating their results to our customers.”

Colm Garvey, European Dealer Manager at Fujifilm, adds: “Thanks to our partners across Europe such as IGEPA Belux, we can offer our printing solutions – including the full Acuity Prime range – to a huge range of customers in Belgium and Luxembourg. We look forward to demonstrating how our award-winning flatbed printers can help businesses, and how reliable Fujifilm is as a partner too.”

IGEPA is a specialised total supplier with added value for the market in Paper & Print, Visual Communication, Packaging, and Construction. IGEPA Belux operates in Belgium and Luxembourg and is part of the German IGEPA Group, which is represented in 29 countries, with 3,500 employees and a turnover of €1.8 billion. The strategy of the IGEPA Group is "think global and act local." IGEPA Belux has more than 300 enthusiastic employees who strive daily to support our customers with advice and assistance. IGEPA Belux is fully responsible for its activities in Belgium and Luxembourg and focuses 100% on customer service through its own warehouses and logistics.

For more information about Igepa: [www.igepa.be](http://www.igepa.be)

**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 or follow us on @FujifilmPrint.

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