**18th June 2024**

**Fujifilm celebrates drupa success**

*Major new product announcements, new partnerships and multiple new sales: Fujifilm reflects on a drupa that was bigger, busier and better than ever before.*

drupa 2024 provided the first ever opportunity for Fujifilm to demonstrate its full range of printing technologies in one place. Commercial inkjet and toner solutions appeared alongside office printing equipment, printhead technologies and inkjet integration solutions. The latest developments in Fujifilm’s wide format range were also displayed alongside analogue and digital flexible packaging solutions, photo imaging solutions and processless printing plates. To complement these printing systems, Fujifilm also showcased advanced software, with a number of new concepts presented for the first time, together with a glimpse of the future in terms of automated robotic paper handling. Finally, smart finishing solutions from multiple partners gave visitors the opportunity to see the real end-to-end production of a wide range of applications.

**Partnerships**

In addition to the multiple finishing partners present on the stand, Fujifilm also announced a range of other agreements during the exhibition, including partnerships with:

* **IST METZ** to produce **SMARTcure** – a digital curing assistant for Fujifilm’s LuXtreme LED UV curing system, based on artificial intelligence.
* **XMPie** to deliver cutting-edge variable data solutions to the European print market.
* **IGEPA Belux** to bring the Acuity Prime to a wider network of print service providers in Belgium and Luxembourg.
* **ColorBase** for the profiling of premium print media on wide format equipment.

**Awards**

During drupa 2024, Fujifilm was both a giver and receiver of awards. At the Fujifilm Global Print Innovation Awards, the company presented trophies for exceptional printed works from European Fujifilm customers across six categories. Then, at the EDP Awards, it was Fujifilm’s turn to collect, picking up three gongs, two for the Jet Press FP790 (in the ‘best flexible packaging press’ and ‘best digital press’ categories) and one for Fujifilm's 42K and 46kUV print bars (for ‘best special printing solutions’).

**Sales success**

Among a huge number of deals done on the stand, the award winning Jet Press FP790 stood out as the star of the show, garnering remarkable interest and multiple sales throughout drupa. In addition, announced on day three of the exhibition, was the first global sale of the HS Series – the ultra-high production, high quality single pass inkjet solution for sign and display, created in partnership with Barberan. Throughout the show, other sales successes included multiple sales of the Jet Press 750S serving both commercial print and packaging customers, as well as significant sales success of the Revoria range presses. These sales successes at drupa underscore Fujifilm’s strong market presence and the exceptional demand for its innovative solutions.

Taku Ueno, Senior Vice President,  Graphic Communication Division, Fujifilm Europe says, “This drupa was always going to be a big one for Fujifilm because of the extent to which our range has grown over the last few years. We were delighted with the footfall on our stand right up to the end of the show. The response we received was hugely positive and we were delighted to close a number of significant sales, while also making a huge number of new contacts interested in how we can help them grow their businesses in the future.”

**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 [fujifilm.com/uk/en/business/graphic](https://www.fujifilm.com/uk/en/business/graphic), or [youtube.com/FujifilmGSEurope](http://www.youtube.com/FujifilmGSEurope) or follow us on @FujifilmPrint.

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