**9th July 2024**

**Fokina achieves remarkable business growth with Fujifilm's Acuity Ultra Hybrid LED printer**

*The company is the first in Germany to invest in the hybrid printer*

Fokina, a dynamic printing business based in Germany, has experienced substantial business growth, and harnessed the full potential of its printing capabilities, by adding a Fujifilm Acuity Ultra Hybrid LED to its fleet of printers. Fokina's strategic investment in 2023 marked Fujifilm's inaugural sale of the Acuity Ultra Hybrid LED in Germany.

The Acuity Ultra Hybrid LED printer has proven to be a game-changer for Fokina, delivering unparalleled versatility and reliability, and giving the company the capability to take on more jobs than ever. Known for delivering high quality results, Fokina's decision to invest in Fujifilm's innovative technology has helped the business to continue meeting the diverse needs of its clients – and with faster turnaround times.

Fokina showcased the capabilities of the Acuity Ultra printer by producing stunning graphics for Fujifilm's stand at FESPA 2022. Collaborating with Equinox, a renowned exhibition stand design company, Fokina demonstrated the printer's exceptional performance, as well as its ability to create show-stopping visuals.

The Acuity Ultra Hybrid LED has ensured operational efficiency on various fronts at Fokina. It not only streamlines machine and company processes but also contributes to resource conservation. Moreover, in light of escalating energy costs, the printer is cost-effective, boasting low power consumption and ink usage.

Sven Breiter, CEO of Fokina, comments: "Fujifilm's Acuity Ultra Hybrid LED printer has truly revolutionised our productivity and has allowed us to achieve new heights in terms of quality and efficiency. This machine was the best choice to solve our business’s daily challenges.

“With our two Fujifilm machines, we’re able to deliver flexibility, quality and value for money to our customers, and we’re always supported by Fujifilm’s exceptional customer service, training and technical expertise.”

Sven adds: "Our partnership with Fujifilm has been instrumental in driving our success, and the Acuity Ultra Hybrid LED has become an indispensable asset in our design and printing processes."

Shaun Holdom,Business Development Manager, Wide Format, at Fujifilm Wide Format Inkjet Systems, comments: “Fokina has been a valued partner and customer of Fujifilm since 2020 when they first invested in the Acuity Ultra, a precursor to the groundbreaking Acuity Ultra Hybrid LED. The longstanding relationship between Fokina and Fujifilm underscores the trust and confidence Fokina places in Fujifilm's cutting-edge technologies, creating a perfect synergy of success.”

To find out more about the Acuity Ultra Hybrid LED:

<https://fujifilmprint.eu/product/ultra-hybrid-led/>

**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..

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