**15th August 2024**

**Fujifilm Announces Jet Technology Group as new Strategic POD Partner in the UK**

Fujifilm is pleased to announce a strategic partnership with Jet Technology Group, an important partner to Fujifilm with its market leading ‘customer first’ approach. Jet Technology Group will be the first ‘Ultimate’ partner within Fujifilm’s new partner program, to sell the entire range of print-on-demand products and solutions in the UK.

Jet Technology Group was founded by industry veterans Steve Andrew, with over two decades of experience working within the Xerox partner channel; Andrew Crane, who spent over 25 years as one of Xerox UK’s leading print specialists; and Jason Longley, who has extensive experience of POD and inkjet technology working for Konika Minolta and Screen. Together, they bring a wealth of knowledge, expertise and combined attributes to the print industry. Their longstanding industry experience will significantly enhance Fujifilm's reach and impact in the digital print market.

Jet Technology Group will act as Fujifilm's first ‘Ultimate’ partner in the UK, an important step in Fujifilm’s strategy to expand its market presence. This partnership will enable Jet Technology Group to offer Fujifilm's comprehensive range of print-on-demand products and services, ensuring that customers receive the highest quality solutions.

Jet Technology Group will provide national sales coverage. The company plans to establish technology hubs across the UK in an effort to ensure widespread access to Fujifilm's digital print solutions and tailored end-to-end services.

In addition to Fujifilm's main products, Jet Technology Group will integrate third-party solutions and AI, enhancing automation and driving efficiencies for companies within the graphic industry.

"Our mission is to guide businesses towards digital success combining our vast experience with Fujifilm's market-leading solutions," says Steve Andrew, Managing Director. "Together, within this partnership, we look forward to bringing greater value to organisations and helping them maximise their profitability."

"We are thrilled to partner with Jet Technology Group." comments Andy Kent, General Manager, Fujifilm UK. "Our POD range has grown exponentially since the launch of our flagship POD product, the Revoria PC1120, in 2023. This partnership marks an exciting milestone and we anticipate this to provide further growth as Jet Technology Group’s extensive industry experience and commitment to excellence align perfectly with Fujifilm's values. Jet Technology Group achieve the highest level of accreditation in our Thrivve Partner program due to the competence of its sales, service and operational processes. This partnership will allow us to bring our cutting-edge print technologies to a broader audience, including some exciting new products, driving innovation and success in the digital print market."

**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.

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