**11th September 2024**

**Fujifilm appoints Gianluca Airaghi as Wide Format Sales Support for Italy**

*The strategic appointment underscores Fujifilm’s commitment to expanding its market leadership and delivering innovative wide format solutions tailored to the evolving needs of the Italian industry*

Fujifilm is pleased to announce today the appointment of Gianluca Airaghi as Sales Support for the Wide Format division in Italy. Gianluca brings over thirty years of industry experience as he joins Fujifilm at a crucial time as the company continues to expand its presence in the Italian market for wide format printing technologies.

Gianluca’s role will involve working closely with customers to ensure they have access to the latest technologies and support needed to succeed in a competitive landscape.

With a rich history of roles at leading companies in the digital printing sector, such as Scitex Vision Italy as Sales Director, HP as Sales Manager sign & display, Elitron and Liyu Italia, Gianluca has consistently demonstrated an exceptional ability to drive sales and deliver customer-centric solutions. His expertise spans various segments of industrial printing, from flatbed and hybrid systems to roll-to-roll technologies, making him a valuable addition to Fujifilm’s team.

Gianluca expressed his enthusiasm for his new role, stating, “I look forward to leveraging my experience in the wide format printing sector to support our customers in Italy and contribute to Fujifilm’s growth in this dynamic market. I have always been enthusiastic about staying ahead of market trends and delivering the best possible solutions to customers, and I’m excited to continue this journey with Fujifilm.”

At Liyu Italia, Gianluca served as a Sales Specialist, where he was responsible for the sales of industrial printing systems. Prior to his role at Liyu Italia, Gianluca was a Sales Specialist at Elitron, where he focused on automated cutting technologies in the visual and corrugated packaging sectors. Gianluca’s experience also includes a significant role at HP as Sales Manager, where he oversaw the sales of digital printing technologies for flatbed and superwide formats.

Gianluca comments, “I am thrilled to join Fujifilm, a company renowned for its innovation and commitment to quality. This opportunity represents the perfect next step in my career, allowing me to contribute to a brand that continuously sets industry standards. The company’s dedication to pushing the boundaries of technology aligns perfectly with my passion for delivering top-tier solutions to customers."

Fujifilm has been at the forefront of providing cutting-edge printing solutions, and Gianluca’s appointment is seen as a strategic move to further strengthen the company’s position in Italy. Colm Garvey, European Dealer Manager, Fujifilm Europe comments, “We are delighted to welcome Gianluca to the Fujifilm family. His extensive industry knowledge, coupled with his proven track record in sales and customer support, makes him an ideal fit for the team. We are confident that Gianluca will play a key role in driving forward our wide format printing business in Italy, helping us to meet the evolving needs of our customers and achieve our ambitious growth targets.”

To find out more about Fujifilm’s wide format solutions:

<https://fujifilmprint.eu/wide-format-sector/>

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

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