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**Grupo OM enhances production capabilities with Fujifilm’s Acuity Prime L to meet growing market demands**

Grupo OM, trademarked as ‘SHOPP and ROLL’ based in Madrid, Spain, has established itself as a specialist in the development of high quality visual communication and merchandising solutions for point of sale. Now the company has further cemented its credentials in the market by investing in Fujifilm’s Acuity Prime L.

Grupo OM was founded in 2012 and employs 96 people in its printing division. The company has consistently evolved to meet the ever-changing demands of its clients, who include department stores, medium-sized stores, and world-renowned brands. With a comprehensive service offering that spans from initial consultation to final assembly, Grupo OM continues to set the standard for excellence in the printing industry.

Alejandro Vacas Rodriguez, Purchasing Product Coordinator at Grupo OM comments, “The journey towards acquiring the Acuity Prime L began three years ago when we first saw a live demonstration of Fujifilm’s advanced printing technology at their Barcelona showroom. After evaluating multiple machines from multiple suppliers, including a smaller format printer, the Acuity Prime L emerged as the clear choice due to its superior quality-to-price ratio, favourable payment terms, and Fujifilm’s unparalleled technical support.”

As Grupo OM sought to elevate its production capabilities, particularly in digital printing, the Acuity Prime L was identified as the ideal solution to transition from traditional screen printing to cutting-edge digital processes.

Mr. Rodriguez added, “The Acuity Prime L has significantly transformed our production process. We needed to upgrade our print quality while also ensuring that our operations were more sustainable. Fujifilm’s technology not only met these needs but exceeded our expectations in terms of speed and reliability. This investment is already proving to be a game-changer for our business.”

Grupo OM’s commitment to its clients extends beyond mere production, offering a full suite of services that include advice, measurement, creation of FFAA, diverse fabrications, and final assemblies. This comprehensive approach ensures that clients receive a tailored solution that perfectly aligns with their specific needs. The integration of the Acuity Prime L into this workflow has further enhanced the efficiency and quality of the services provided.

Moreover, sustainability remains a top priority for Grupo OM as the company navigates the challenges of an increasingly eco-conscious market. The Acuity Prime L has played a crucial role in this transition, enabling the company to produce high quality prints while reducing environmental impact. By adopting advanced digital printing technology, Grupo OM is not only boosting operational efficiency but also contributing to a more sustainable future for the industry.

The printing industry faces numerous challenges today, including market volatility, the need to embrace digital transformation, and the importance of enhancing the physical shopping experience. Grupo OM views the Acuity Prime L as a vital asset in overcoming these challenges.

Mr. Rodriguez comments, “The printer’s ability to deliver superior prints quickly and efficiently ensures that we remain competitive in a rapidly evolving market. Fujifilm’s ongoing support, particularly in updating equipment to meet new market needs, has been instrumental in helping Grupo OM navigate these challenges successfully.

"Our longstanding relationship with Fujifilm played a significant role in our decision to invest in the Acuity Prime L. The exceptional support from their sales, technical and maintenance teams throughout the entire process reassured us. Having collaborated with Fujifilm before, we were confident that we would receive the high level of care and service we've come to expect."

As Grupo OM looks to the future, the investment in the Acuity Prime L is seen as a pivotal step in their ongoing growth strategy. This technology not only addresses the immediate demands of their business but also positions the company for long-term success in an increasingly competitive market. The ability to offer superior print quality, faster delivery times, and sustainable solutions ensures that Grupo OM will continue to lead the way in the printing industry.

Joan Casas, Manager, Fujifilm Graphic Communication, Spain comments: “We are delighted to see how Grupo OM is leveraging the Acuity Prime L to enhance their production capabilities. At Fujifilm, we are committed to providing our clients with not only the best technology but also the support they need to succeed in a competitive market. Grupo OM’s success is a testament to the power of our partnership, and we look forward to continuing to support them in their growth journey.”

Learn more about Fujifilm’s Wide Format printing solutions: [https://fujifilmprint.eu/wide-format-sector/](https://fujifilmprint.eu/wide-format-sector/?utm_source=referral&utm_medium=pr&utm_campaign=WideFormat)

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**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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