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**Fujifilm supercharges POD market reach in Ireland with Prima Production Solutions partnership announcement**

Fujifilm is pleased to announce a strategic partnership with Prima Production Solutions to improve the reach of its Revoria range of Print-On-Demand (POD) presses in the Irish market. With its market leading ‘customer first’ approach, Prima Production Solutions will be the first ‘Ultimate’ partner in Ireland within Fujifilm’s new Thriive partner programme, supplying the entire range of Fujifilm POD products and solutions in both Northern Ireland and in the Republic of Ireland.  
  
Prima Production Solutions was founded by industry veteran Norman McNellis, who brings extensive knowledge and a wealth of expertise gained over a long career in the print industry. McNellis’s longstanding industry experience and connections promise to significantly enhance Fujifilm’s reach and impact in the Irish digital print market.  
  
As Fujifilm's first ‘Ultimate’ partner in Ireland, Prima Production Solutions has a crucial role to play in Fujifilm’s strategy to expand its market presence. The partnership enables Prima Production Solutions to offer Fujifilm's comprehensive range of market-leading POD products and services, ensuring that customers receive the highest quality solutions.

Beyond the sale and supply of Fujifilm devices, Prima Production Solutions will directly service and maintain the equipment, with innovative service models including a 24/7 help desk, to reduce downtime and costs and improve the overall customer experience.

Norman McNellis, Founder and Managing Director, Prima Production Solutions comments: "I am excited to be forming a business in partnership with one of the most recognised brands in the printing industry. Our *mission* is to empower businesses with cutting-edge Fujifilm production print technology, exceptional service, and innovative solutions. We are committed to helping our clients achieve superior print quality, operational efficiency, and long-term success by combining state-of-the-art equipment with unparalleled local expertise”.

Kyran O'Kelly, General Manager, Fujifilm Ireland adds: "We are delighted to partner with Prima Production Solutions, and we look forward to driving forward the POD business in Ireland together.  Our mission is to assist organisations in maximising their productivity and profitability to ensure the needs of our customers are met.  This partnership is just the start of an exciting journey together and we anticipate further growth as a result.  Both Prima Production Solutions and Fujifilm share the same values and are committed to offering our customers excellent products and services.  Ultimately this partnership will allow us to continue to drive innovation within the digital print market in Ireland”***.***

**ENDS**

**About Prima Production Solutions:**

Prima Production Solutions is the home of Fujifilm’s Print on Demand (POD) portfolio in Ireland, and is Ireland’s only Fujifilm *Ultimate Partner*. Founded in 2025 by Norman McNellis in Partnership with Fujifilm, Prima Production Solutions will augment Fujifilm’s vast worldwide resources already in place, with local sales account management and nationwide field engineer coverage. A joint launch event is in the planning and we look forward to welcoming many of you to a recognisable location in the very near future to view at first hand the newly launched 5 colour mid range presses.

**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 or follow us on @FujifilmPrint.

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