**13th May 2025**

**Fujifilm appoints Soyang Europe as the official UK distributor for the Acuity Triton, featuring AQUAFUZE technology**

Following the global launch of the Acuity Triton featuring AQUAFUZE ink technology at FESPA 2025, Fujifilm today announces the appointment of Soyang Europe as the official distribution partner for the Acuity Triton in the UK. The deal strengthens the long-standing partnership between the two companies, and marks the latest addition to Soyang Europe’s portfolio of Fujifilm technology, as the company has been acting as an official distributor of the Acuity Prime and Acuity Ultra since 2023.

Soyang Europe is a leading manufacturer and distributor of wide format printable materials, supplying customers across the UK with media up to five metres wide. In 2022, Soyang Europe expanded into hardware sales with the acquisition of engineering specialist Josero, launching Soyang Hardware Ltd. This combined expertise enables Soyang to offer a full-service solution, strengthening its customer relationships and playing a key role in the evolution of its partnership with Fujifilm.

Mark Mashiter, Managing Director, Soyang Europe, comments: “Our relationship with Fujifilm has always been about more than just selling machines. It's an open, collaborative partnership, where we work together to bring the right solutions to the market at the right time. The ethos of Fujifilm’s brand – and products – fits the way we want to do business: sustainably, smartly, and with full support for our customers.

“The Acuity Triton represents a true innovation in the wide format sector. It addresses many of the frustrations customers have had with traditional latex and solvent technologies – offering genuine advantages in flexibility, sustainability, and performance. We are excited to bring this solution to the UK and to continue strengthening our partnership with Fujifilm.

“Being a media supplier gives us a natural, ongoing dialogue with customers. It means we’re not just waiting for them to be ‘ready’ for a new machine — we’re already there, supporting them every day. That puts us in a far stronger position to introduce innovative solutions like the Acuity Triton and AQUAFUZE when the time is right.”

Soyang Europe is set to install a demonstration unit at its headquarters following FESPA and will begin an extensive programme of customer engagement and training to introduce the technology to the market.

Andy Webb, UK Wide Format Sales Manager at Fujifilm, adds: “Soyang Europe has consistently proven to be a trusted partner, with the technical expertise and customer focus that align perfectly with our values. The launch of the Acuity Triton and AQUAFUZE marks an exciting new chapter for Fujifilm, and we’re proud to further strengthen our partnership with Soyang Europe as we bring this innovation to the UK 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](https://fujifilmprint.eu/), or [youtube.com/FujifilmGSEurope](http://www.youtube.com/FujifilmGSEurope) or follow us on @FujifilmPrint.

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