**1st July 2025**

**Fujifilm Device Technology division announces new partnership with Tyche France**

*Fujifilm continues the European expansion of its partnership network for its “Apeos” series of office printers after successful launches in Italy and the UK*

Paris, 1st July, 2025 – Six months on from the successful introduction of its new range of multifunction office printers, the Apeos series[[1]](#footnote-2), to the French market, Fujifilm is pleased to announce a new partnership with Tyche France, to bring the range to an even wider audience across France.

The new partnership will operate in addition to Fujifilm’s relationship with the originally appointed distributor for the French market – ETIKA. The Apeos series, already a market leader in the Asia-Pacific region[[2]](#footnote-3), has been well-received in France, offering businesses a unique combination of high quality, robust security, sustainability features, and reliability.

“We are excited to continue our expansion into the French market by leveraging the market knowledge and connections of Tyche France,” says Joaquim Ventura, Director Digital Print, Fujifilm France. “Tyche is a hugely reputable company with vast amounts of experience and expertise to offer. Our two companies have already been working together very successfully in Italy for a year now, and we’re confident that our partnership here in France will be equally, mutually beneficial. We’ve been delighted by the market response to our Apeos range in our first six months of trading, with customers drawn to the unique blend of quality, security, sustainability and efficiency that they offer. We might be a new brand in the market here in France, but our products have long been market-leading devices in the Asia-Pacific region, and, as a company, Fujifilm has a technological heritage in toner systems development that goes back six decades. We’re excited now that, with the support of Tyche France, we’re able to bring the benefits of Fujifilm technology to an even broader range of customers.”

Nadia Cossetto, President at Tyche France, adds, “We are delighted to partner with a world-renowned brand like Fujifilm to offer this exceptional range of printing systems to new markets in France. The Apeos series and our services allow us to offer our customers the widest possible range of high-quality solutions.”

**ENDS**

**About FUJIFILM Business Innovation**

FUJIFILM Business Innovation is a global leader committed to continuously deliver innovations to customers’ businesses worldwide, for creating innovative and fulfilling workplaces by effectively adopting information and knowledge through digital transformation (DX). We have pioneered numerous technologies and accumulated expertise since our establishment in 1962, to build an environment that encourages the use of one’s creativity to maximize organizational strengths. Our portfolio includes conducting R&D, manufacturing and sales of world-class workflow solutions, IT services, and printing equipment such as digital multifunction printers (MFPs). We also offer business process outsourcing (BPO) services as well as marketing and implementation support of Enterprise Resource Planning (ERP) systems.

On 1 April 2021, we have changed the company name to FUJIFILM Business Innovation. More than just a name change, it embodies our commitment to continue as a company that always pursues business innovation.

<https://fujifilm.com/fbglobal>

**About Device Technology Division of FUJIFILM Europe**

The Device Technology Division of FUJIFILM Europe brings secure, sustainable, high-quality printing to the office sector. Built on FUJIFILM Business Innovation’s 60-year heritage of toner technology development, and nearly a century of imaging expertise, FUJIFILM Business Innovation’s range of Apeos all-in-one printers is a high-value multifunction printer range designed to support digital transformation, and to meet the rapidly changing and hugely diverse demands of the fast-paced office environment. The Apeos series delivers outstanding quality, reliability and security, while also optimising workplace sustainability.

Learn more about the Apeos series in Europe at [office.fujifilmprint.eu](https://office.fujifilmprint.eu/).

**For further information contact:**

Amanda Galvez

AD Communications

E: [agalvez@adcomms.co.uk](mailto:agalvez@adcomms.co.uk)

Tel: +44 (0)1372 464470

1. Apeos is a Fujifilm brand developed by FUJIFILM Business Innovation for its multifunction printers and devices. It has since evolved into an integrated brand for Fujifilm office products, including solutions and services. [↑](#footnote-ref-2)
2. Source：IDC WW HCP Tracker, 2025Q1, Share by Company, A3 Color Laser Shipping units, Year：CY2024 [↑](#footnote-ref-3)