**23rd June 2025**

**Fujifilm Device Technology division strengthens UK channel growth with strategic expansion**

*Building on the recent launch of its Apeos range of MFP devices, Fujifilm has invested heavily in growing its team and partner programme to drive UK market penetration in 2025*

Following the successful UK launch of its Apeos multifunction printer range in April 2024, Fujifilm has enhanced its channel strategy by growing its UK team and improving its partner programme. These developments are designed to drive further channel growth throughout 2025.

"Our top priority after launching the Apeos range in 2024 was to fine-tune our channel processes and ensure our partners have everything they need to succeed," says Gary Organ, Head of DT in the UK (Device Technology). “This base work is already delivering strong results, with increased partner interest and engagement.”

To support this growth, Fujifilm has expanded its UK Device Technology team with several key appointments:

* **Regional Channel Account Managers:** Specifically covering North and South regions, offering personalised support for channel partners.
* **Sales Support Specialists:** To help partners create and implement effective sales and marketing strategies to boost their business.
* **Technical Development specialists:** Provide support to partner service teams, offering technical training, 2nd line support and on-site assistance. Fujifilm has a resource in the South and has just recruited a second person in the North.

Fujifilm has been actively onboarding new channel partners over the last 7 months, and has now secured agreements with sixteen partners in the UK, and is in advanced discussions with a further nineteen potential partners. To manage this growth effectively, the company plans to appoint two additional Channel Account Managers in 2025.

“The positive feedback we're receiving from new partners shows the appeal of Fujifilm’s award winning technology and our approach to partnerships,” Organ added.

In collaboration with Fujifilm’s wider European team, the company has also refreshed its partner programme, "Thriive", categorising partners into three key categories: Office, Light Production, and Production. This helps customers quickly find the best-suited partner for their requirements. Fujifilm will continue enhancing this programme throughout 2025 to offer even greater benefits.

Partners benefit from a comprehensive suite of resources, including:

* Dedicated partner portal.
* Marketing and sales resources
* Market Development Funds (MDF).
* Campaign support targeting key customer priorities like sustainability, security, efficiency, and quality.

Showroom promotion opportunities to showcase Fujifilm’s Apeos MFPs to clients.

Fujifilm will continue to introduce new products and services, and ensure ongoing innovation and growth opportunities for channel partners.

“Our strategic investments in team expansion and programme enhancements demonstrate our commitment to building a strong and successful UK channel," concluded Organ. "We are confident that these initiatives will drive significant growth and solidify our position as a leading provider of multifunction printers in the UK.”

**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/).

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