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**Cactus Graphics invests in Fujifilm Revoria PC1120S to ‘disrupt the market’ with special colour capabilities**

*UK-based print business anticipates that investment in Fujifilm’s flagship POD device will open up a raft of new market opportunities.*

Cactus Graphics, based in Dover, Kent, is a forward-thinking, modern print business, built on a print heritage that goes back nearly 150 years. Launched in July 2021 with a staff of five, the company was founded as a direct successor to Buckland Media Group (a family business which traces its origins to the mid-19th century). Managing Director, Katie Weaver, one of the Cactus Graphics founders, and the latest in a family line going back multiple generations at Buckland, runs Cactus Graphics with co-founder and Commercial Director, Richard Archer.

In early 2025 they invested in a Fujifilm Revoria PC1120S 6-colour press, with the machine installed in March. Colyer made the initial introduction of the Cactus team to Fujifilm and coordinated their visits to Fujifilm’s Luton showroom. They visited three times in all, including one visit in which their creative team brought files and designs to explore the usability and capabilities of the press in depth.

“We’re proud of the long heritage of the company,” says Katie. “But the fresh start we made in 2021, with a new brand, and a whole new look, was very intentional. We’re a young business in every sense of the word, in an industry where businesses all too often have an aging workforce and no younger generation coming through. We recruit youngsters regularly, straight out of school or college. We have kids through all the time doing work experience, and we have really strong links with universities and colleges in the local area – working with design students to teach them about the endless creative possibilities of print.

“We’re a forward thinking business, always looking at new technologies and what they have to offer. We needed to replace an existing press that was out of contract and we had a choice: replace it like-for-like with another 4-colour press – or be bold, disrupt the market and invest in something that was going to really set us apart.

“The 6-colour Fujifilm Revoria PC1120S wasn’t the only press we looked at with special colour capability – but it was the one that delivered by far the best overall package. It’s fast, the power consumption is remarkably low, the machine footprint is compact, the quality is excellent, and it also offers us long sheet capability as standard – whereas alternatives we looked at would have required significant additional cost”.

Richard Archer adds: “The colour matching ability we have now is phenomenal, which is fantastic for things like brands and logos in particular, and something our design agency clients will really benefit from. We also have orange and pink in the Cactus Graphics logo – so there’s an immediate benefit for our own marketing materials. With the combinations we can run now of white, metallics and pink – we’re also opening the door to a lot of potential B2C work, where in the past we’ve been mostly focussed on B2B.

“It feels like Fujifilm has been really intentional in the design and taken care to get it right. With some other presses it often feels like the additional colour stations have been crammed in as an afterthought to try to capitalise on recent rising demand for special colours – rather than designing a press around that special colour functionality.”

Both Archer and Weaver were impressed with Fujifilm, and with local distributor, Colyer, who handled the sale. “Both Fujifilm and Colyer were excellent to work with throughout the whole process,” Richard concludes. “Jonathan Lyons, Colyer’s Sales Director worked closely with our team and with Fujifilm throughout the process – including all meetings, RIPs, workflow specifications, and digital front-end configurations. Colyer also coordinated the entire delivery and installation process from start to finish. Both the Colyer and Fujifilm teams were great to work with and were enormously flexible with our requirements.”

Andy Kent, Divisional Manager, Graphic Communications, Fujifilm UK says: “Forward thinking businesses need technologies that take them forward. We’re delighted to have partnered with Cactus Graphics, equipping them with the tools, in the Revoria PC1120S, to take their creativity to even greater heights as they continue to grow their business.”

Jonathan Lyons, Sales Director at Colyer adds: “The Cactus team were a pleasure to work with throughout the process. Visiting the Fujifilm Luton showroom gave them a chance to see the Revoria Press PC1120S in action, and their confidence and decisiveness in choosing the right solution were impressive. We’re proud to have supported them in making such a forward-thinking investment.”

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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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