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**PressOn invests in Fujifilm’s Acuity Ultra Hybrid LED to boost speed, reliability, and versatility**

Kent-based wide format print specialist PressOn has become the latest UK print business to invest in Fujifilm’s Acuity Ultra Hybrid LED, a high-performance printer designed for both rigid and flexible media. The machine was installed in June 2025 and is already delivering significant improvements in speed, quality, and media versatility, while supporting the company’s long-standing commitment to sustainable production.

Founded in 1999, PressOn employs 25 people across two sites. The business serves a diverse customer base across retail, property, fleet livery, infrastructure and advertising, with a dedicated specialist vehicle livery division.

Andy Wilson, Managing Director, PressOn comments: “Large format digital printing is at the core of what we do, and we’ve deliberately always stayed broad in our offering. That diversity makes us more agile and resilient, especially in today’s fast-moving market.”

In late 2024, with two hybrid printers approaching end-of-life, PressOn began searching for a new investment that would meet the growing demands for faster turnaround times and improved media compatibility. After reviewing various technologies, the Fujifilm Acuity Ultra Hybrid LED quickly emerged as a standout.

“We looked at all the usual players in the market, but what really set Fujifilm apart was their approach to ink,” explains Wilson. “When we visited their ink manufacturing site in Broadstairs, it completely changed the way we thought about print technology. Most manufacturers focus purely on the machine, but Fujifilm starts with the ink. One of their team said something that stuck with me: ‘after everything else, the ink is what’s left behind.’ That perspective resonated.”

The Acuity Ultra Hybrid LED uses Fujifilm’s high-performance Uvijet UH inks, developed and manufactured in the UK. This local supply chain brings both sustainability and logistical advantages, eliminating risks around tariffs, currency fluctuations and overseas shipping.

Wilson adds: “The ink compatibility across multiple substrates is impressive and extremely beneficial. We get less marking on fabrics, and the white ink on clear film is also very impressive. Switching between substrates is quick and seamless, and the speed and quality are a huge step up from what we had before.”

The investment also supports PressOn’s commitment to creating a healthier, more sustainable working environment. “UV printers often have a reputation for producing strong odours. Our last machine caused many issues for us due to this. But the Acuity Ultra Hybrid LED produces virtually no smell at all, thanks to the formulation of Fujifilm’s inks. It’s quieter, cooler, and doesn’t require additional ventilation. That’s a big deal for our team,” adds Wilson.

In the short time since installation, the printer has already helped the business to increase production capacity, take on new work and approach potential new customers with renewed confidence. And while PressOn doesn’t market its technology directly to customers, the benefits are felt in turnaround times and production efficiency.

Wilson comments: “Our clients haven’t noticed we’ve changed machine, which is a good thing. The transition has been seamless. But our team is impressed by the performance. It’s a major upgrade.

“The installation process was smooth, the training was exceptional, and the support team is incredibly responsive. It’s reassuring to know we’re only 45 minutes from their Broadstairs site, and we’ve already had engineers drop in proactively just to check everything’s running smoothly. That kind of service is rare. This is our first Fujifilm printer, but based on this experience, it won’t be our last.”

Mike Lewis, Wide Format Business Manager, Fujifilm Wide Format Inkjet Systems, adds: “We’re delighted to be working with PressOn, a company with an outstanding reputation for quality and innovation in the wide format space. The Acuity Ultra Hybrid LED is designed to deliver exceptional flexibility, speed and sustainability, and it’s great to see it already having such a positive impact on PressOn’s operations. We look forward to supporting their continued growth and success.”

Learn more about Fujifilm's wide format printing solutions: [https://fujifilmprint.eu/wide-format-sector/](https://fujifilmprint.eu/wide-format-sector/?utm_source=referral&utm_medium=pr&utm_campaign=Acuityultrahybridled)

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**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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