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**A UK first: XDP Digital invests in 5-colour Revoria SC285S 5UPER COLOUR press**

Founded over two decades ago, XDP Digital has grown from running a single small printer to being a fully equipped commercial print operation, serving local businesses and long-standing blue-chip clients across the UK. The fifth colour capability was the deciding factor for the Christchurch-based print business, as it became the first company in the UK to invest in Fujifilm’s new Revoria Press SC285S.

“We’ve always prided ourselves on being able to do nine out of ten things in-house for our customers,” explains Robert Jupp, Director at XDP Digital. “But we knew we needed something new to keep offering that ‘extra mile’ - especially with so many clients looking for fresh, high-impact print.”

The fifth colour capability of their new 5UPER COLOUR press proved to be the key differentiator for XDP Digital. By expanding into metallic, pink, white and clear toners, the company is opening up new creative possibilities for local marketing teams and in-house designers who want to make their materials stand out.

Robert continues: “When we showed customers the samples, they were blown away - especially with the metallics and the pink. A lot of our clients are always looking for that ‘wow factor’ without paying a high price point for specialist finishes. Now, we can offer striking effects in-house, with no extra hassle or outsourcing. It’s truly a game-changer for us and for them.

“We looked at other suppliers, but what really impressed us about Fujifilm was the proactive approach. From the first conversation on the stand at The Print Show to installation and training, nothing was too much trouble.”

The press has been installed for a few months and already, XDP Digital is seeing positive reactions to the new press, with early jobs for major garden centres showcasing vibrant pinks and seasonal colour palettes. Samples of the metallic colours have also generated strong interest across XDP Digital’s diverse client base, including marketing departments and retail clients looking to elevate their printed materials without resorting to foiling.

“The new press is faster, more robust and delivers excellent quality, but it’s the new creative options that really excite us,” says Robert Jupp. “In a market where print budgets are under pressure, this gives us a real USP.”

The XDP Digital team is already looking at additional opportunities, including exploring the Revoria E1 Series for high-volume monochrome work to expand into the publishing sector.

Spencer Green, Head of POD, Fujifilm UK, adds: “We’re delighted to partner with XDP with their investment, as they become the first company in the UK to invest in this innovative press – and become a new customer of ours. Their commitment to bringing fresh, eye-catching print to their customers perfectly matches what the Revoria SC285S was designed for – creative freedom, cost-efficiency and premium quality. We’re excited to see how they grow with these new capabilities.”

Learn more about Fujifilm's commercial print sector: [https://fujifilmprint.eu/commercial-sector/](https://fujifilmprint.eu/commercial-sector/?utm_source=referral&utm_medium=pr&utm_campaign=5UPERCOLOUR)

**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.

**For further information contact:**

Sirah Awan

AD Communications

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

Tel: +44 (0)1372 464470