

SPRING 2018

PRINT!

Driving excellence in print

IMAGINE



Imagine the possibilities with a Jet Press

01 B2 Inkjet

Imagine the possibilities with the Jet Press

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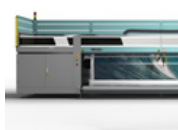
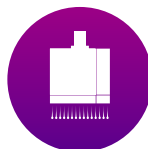
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As the dark depths of Winter finally draw to a close and we start thinking about the exciting possibilities that Summer might bring, we kick off a new Jet Press campaign entitled "Imagine the possibilities". Companies that have invested in the press all have one thing in common - they are excited about the possibilities it is bringing to their businesses, so we wanted to share this positivity and educate other printers about the impact it can have. Great examples of this impact are found in articles about Push Print and the Bluetree Group, along with a bonus for potential customers in The Netherlands - a sizeable tax incentive!

To continue the theme of exciting new business opportunities, we also have a special 8 page feature on "Creative Applications". Here we explain how our Acuity printers are helping to produce beer dispenser fonts, wallpaper and membrane switch overlays, all creative print applications providing their owners with considerable business success. We also preview the forthcoming FESPA show in Berlin, which will feature the brand new super-wide format Acuity Ultra for the first time, and the recently launched Acuity B1. Concluding our wide format round up, we focus on Spain's La Digital Impser, who now have 3 different Acuity platforms in their business, and talk to Showcard Print about why they recently invested in an Onset X3.

Not forgetting traditional technologies, we focus on two new Superia printing plates (Superia ZD and Superia LH-S2) that are set to take the market by storm. This is because they extend the benefits of our processless technologies to a much wider range of companies, making the offset process more profitable. Also included is an article about print's important role in the world of content marketing, part of a series reproduced by kind permission of Print Power. Finally, we feature Italian label printer La Prensa, who have invested in our Flenex FW water-washable flexo plate to improve productivity and reduce their environmental impact.



Imagine the possibilities

The Jet Press 720S is the product of Fujifilm's years of experience and expertise in developing world-class inkjet printing solutions. In a new campaign, Fujifilm asks printers to imagine what might be possible with this machine in their arsenal.

Imagine the best of both worlds, offset and digital. Imagine quality the like of which you have never seen on a digital press, and colour consistency that far surpasses anything possible with offset. Imagine uninterrupted production with a 1.3 second make-ready and 90% up-time. Imagine versatility that can see you printing on a range of standard coated and uncoated offset stock, carton board and canvas. Imagine 100% accurate variable data handling and a machine so green

it's been awarded a substantial environmental tax break by the government of the Netherlands (see page 4). Imagine the new markets such a machine could open up for your business.

In fact, you don't have to imagine. Fujifilm has imagined it already, and made it happen.

The Jet Press 720S - now four years on from its launch - is still unrivalled as an ultra-high quality B2 format digital inkjet press. More than a hundred print businesses around the world,

from small family-run commercial printers to web-to-print giants are already counting the benefits.

Print is a competitive business and giving yourself an edge that sets you apart is imperative - not just to success, but to survival. The Jet Press 720S is a machine with the X factor that can help you to blaze a trail into new, profitable, high-value markets.

For more information visit:
www.imagineinkjet.com

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Fujifilm welcomes readers' comments and suggestions. Please contact us by email, ensuring that all communications are clearly marked 'PRINT!'.

FUJIFILM

High-end book printer invests in the UK's fifth Jet Press 720S

London-based Push Print is the latest company in the UK to invest in Fujifilm's flagship B2 inkjet press.

FUJIFILM

With 17 staff and a turnover of £4 million per year, Push Print is a B1 Litho print business, which since 2003 has been producing books, brochures and fine art prints of the very highest quality. The Jet Press 720S is the company's first digital investment. It was installed in March 2018 and will enable the company to produce short runs and samples at the same exceptional level of quality it has been delivering to its customers for a decade and a half.

"We've been watching the growth of the digital market closely for years," says Roy Killen, one of Push Print's three managing partners. "We're very conscious that the market is changing and that shorter and shorter runs are becoming the norm. There's also no doubt that digital print has come a long way, especially in the last five years. For us though, quality is absolutely paramount and until now we honestly hadn't seen a digital press that we felt could reliably produce work of the standard our clients demand."

"We'd seen and tested a lot of presses that produced work we would describe as 'good quality for digital', but for our customers that was never going to be good enough. We also had concerns about the reliability of some

digital presses and we felt that almost all were far too restrictive in the types of paper stock we would be able to use.

"In the Jet Press 720S we've found a machine that not only prints at exceptional levels of quality, but also allows us the freedom to print on the same high-quality offset stocks we are already using. It operates in many ways like an offset press, fitting in seamlessly to our existing workflow, yet it also provides all the key advantages of digital. We first saw it in action at a live demonstration at Fujifilm's UK headquarters in Bedford last May. We came away suitably impressed and continued to run extensive tests, including live jobs, to make sure this machine was exactly right for us. Fujifilm has been consistently professional and helpful throughout the whole process and I'd have no hesitation in recommending them as a company to work with."

"The Jet Press will be the perfect complement to our existing litho work and we're very excited about the opportunity we now have to offer new services to both new and existing clients."

For more information, visit:
www.imagineinkjet.com

"In the Jet Press 720S we've found a machine that not only prints at exceptional levels of quality, but also allows us the freedom to print on the same high-quality offset stocks we are already using."

Roy Killen, managing partner, Push Print

Push Print

Location: London, UK

Fujifilm products: Jet Press 720S

Type of work: High-end books, brochures and fine art prints

Courtesy of the Dutch Government, commercial printers and folding carton converters in the Netherlands now have even more incentive to invest in Fujifilm’s Jet Press 720S.

Jet Press 720S special offer - €70,000 tax incentive!

Fujifilm’s flagship B2 inkjet press, renowned for its ultra-high quality as well as its environmental credentials, has received new high-level recognition from the government of the Netherlands. The Jet Press 720S has qualified for a tax incentive that will see investors in the machine able to claim back 13.5% of taxes related to their purchase plus similar savings related to depreciation. This could result in total savings of over €70,000.

The Netherlands Enterprise Agency lists a number of criteria under which Dutch businesses will be automatically entitled to claim MIA (Environmental investment rebates) and Vamil (Arbitrary depreciation of environmental investments). The specific category (code: B1281) under which the Jet Press qualifies, concerns “digital print systems for de-inkable, water-based ink.”

Specifically, a machine in this instance must:

- 1. Use only water-based inks which have an INGEDE (International Association of the Deinking Industry) de-inkability score of ‘good’ and a score of at least 95 points on INGEDE test method 11;
- 2. Not use any applied primer containing substances of environmental concern.

In fact, trials carried out by INGEDE on sheets printed by the Jet Press 720S indicate levels of de-inking on a par with offset inks, with the press scoring 98 out of a possible 100 points.

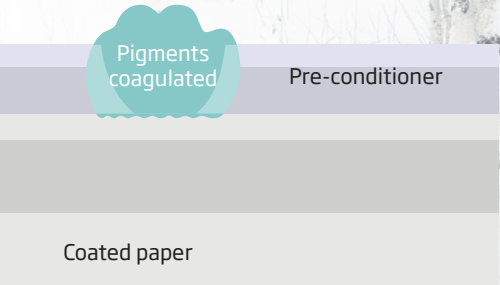
Furthermore, the Rapid Coagulation Primer system used

by the Jet Press 720S coats the sheets with an ultra-thin, invisible film that provides a consistent surface for the coagulation of ink droplets, guaranteeing the highest print quality. But the system also allows it to print on a wide range of paper stocks – adding to the recyclability of print produced.

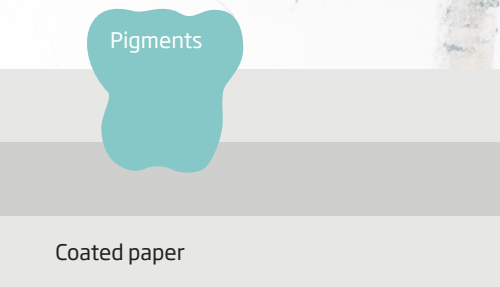
Axel Fischer of INGEDE was impressed: “We do these kinds of trials on a regular basis but we were surprised with the levels of deinking that were possible with the Jet Press 720S samples,” he says. “These types of results are in the same league as those achieved with the best offset inks, but we’ve never before seen such a great result with inkjet print.”

“Digital print systems bring massive reductions in consumable usage and waste compared to offset,” says Mark Stephenson, Product Manager, Digital Printing and Press Systems, Fujifilm Graphic Systems EMEA. “But it’s easy to forget that some digital output cannot be recycled to produce quality printable stock.”

“Fortunately the Jet Press 720S uses a unique combination of water-based inks and primer that can be easily extracted using standard recycling methods. Reducing environmental impact is a major focus for Fujifilm’s R&D teams across all its product ranges and the Jet Press 720S is no exception. This official recognition gives a real incentive to potential investors, and it also confirms the robust environmental credentials that have already helped to shape its reputation.”



Fujifilm Jet Press technology



Normal water based inks

Score	Evaluation of deinkability
71 to 100 points	Good deinkability
51 to 70 points	Fair deinkability
0 to 50 points	Poor deinkability
Negative: failed to meet at least one threshold	Not suitable for deinking

“We do these kinds of trials on a regular basis but we were surprised with the levels of deinking that were possible with the Jet Press 720S samples. These types of results are in the same league as those achieved with the best offset inks, but we’ve never before seen such a great result with inkjet print.”

Axel Fischer, INGEDE

Who would have imagined it?

UK web-to-print specialist's Jet Press investment slashes turnaround times, increases flexibility and improves quality in the world of high value business card production.

06

B2 INKJET

Bluetree Group

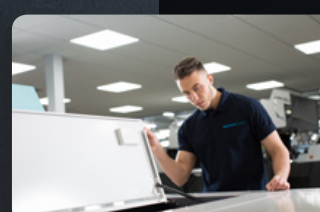
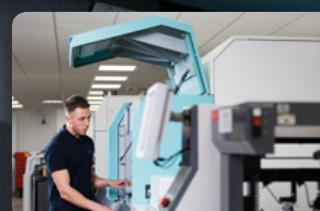
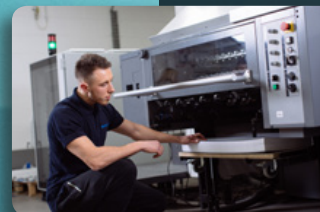
Location: Rotherham, UK

Fujifilm products: Jet Press 720S, Superia offset plates

Type of work: A large, full-service printer producing a huge range of products for businesses and end-users

"We tested a range of digital presses and found that, in terms of quality, the Jet Press was far and away the absolute leader."

Adam Carnell, joint managing director, Bluetree Group



With turnover of £32 million forecast this year and employing 270 people, Rotherham-based Bluetree Group is a major player in the UK web-to-print market. In mid-2017 an investment in the Jet Press 720S revolutionised its business card output, enabling it to boost production, increase flexibility and slash turnaround times, all while maintaining the very high standards of quality that have helped to build its reputation.

"Our online customers expect quality, they expect a very high level of customer service and they expect fast delivery," says Bluetree Group joint managing director, Adam Carnell. "We pride ourselves on delivering on all of these demands and our investment in the Jet Press 720S is helping us to improve our levels of service still further.

"The main reason behind the investment decision was our desire to set up a dedicated business card production cell," Carnell continues. "Quality is critically important to everything we do - and when it comes to business cards, it's especially important as it's all about making a strong, positive first impression to new contacts.

"We tested a range of digital presses and found that, in terms of quality, the Jet Press was far and away the absolute leader. It was the only digital press we had come across that gave us the confidence that we could continue to deliver business cards at the level of quality our customers had come to expect."

The Jet Press 720S now forms the backbone of Bluetree Group's new business card production unit, alongside carefully selected finishing kit. As well as improving the speed with which the company can deliver business cards to customers, it offers the opportunity for value-add personalised finishes, including UV spot colours, embossing and rounded corners.

"The Jet Press has given us the ability to offer 'next day' business cards," Carnell adds. "Customers can order before 5pm and receive their cards the following day. A turnaround that fast is only possible

thanks to the Jet Press.

"Since installation we've had very high levels of up-time - far in excess of any of our other digital platforms - and that means excellent levels of productivity. If required, we can print up to 1.5 million individual business cards in a single day, all on the Jet Press.

"Colour consistency, from first sheet to last sheet has also been hugely impressive - it's a GMG certified proofing device, which gives you an idea of just how impressive the colour consistency is. Customer feedback on the quality has been excellent. In fact, we even ran a 'spot the difference' marketing campaign soon after installing the press, enclosing business cards printed both on the Jet Press and on our existing litho technology. Three quarters of respondents said they thought the quality of the card printed on the Jet Press was superior.

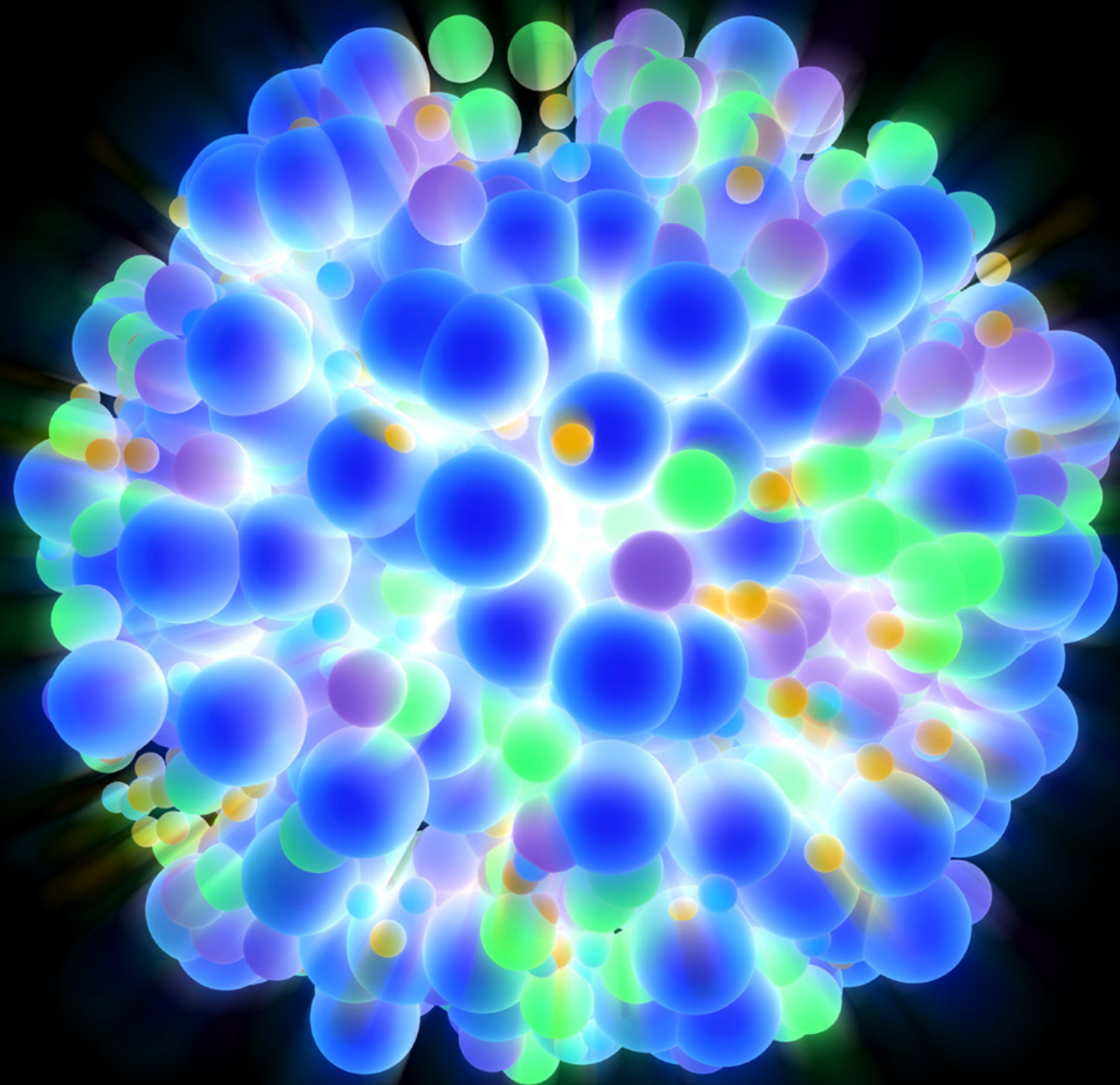
"We're seeing an ever-developing trend among our customers to demand faster and faster turnaround times. The Jet Press is invaluable in this respect, helping us to excel even more in this key area. In fact, we're now so good on turnaround times that we've taken a giant leap as a business and started to target new customers on the east coast of the US. We can print here in the UK and deliver to the customer two days after their order is placed, beating local competitors both on price and on turnaround times."

Says Chris Broadhurst, General Manager, Fujifilm Graphic Systems UK: "UK Jet Press owners, like Bluetree Group, are proving its credentials in the marketplace. As they push the machine to its limits, they learn what it's capable of - and even teach us a thing or two in the process. When we launched it in 2014, I'm not sure that any of us here at Fujifilm imagined a Jet Press 720S being used to print business cards exclusively around the clock, but Bluetree Group has identified an opportunity and recognised the ability of the Jet Press to deliver."

For more information, visit:
www.imagineinkjet.com

07

B2 INKJET



Precision engineering at a molecular level to create printheads like no others

Fifteen billion ink droplets, just two to three picolitres in size, jet with perfect precision every second from thousands of nozzles, each one of them less than the width of a human hair. They come together to form images of stunning quality, pinpoint fine text and remarkable colour consistency, whether they are jetting onto paper, carton, corrugated board, plastic, metal, wood or glass.

Multiple, intricate technologies combine to make this modern miracle of inkjet printing possible - from software to electronics to ink - but at the heart of it all lies the printhead.

To profitably deliver high quality print to the modern market, start with a printhead of the highest quality, reliability and longevity: a Fujifilm Dimatix printhead.

Fujifilm and Dimatix

The best place to start when considering what sets Fujifilm Dimatix printheads apart is with the company itself. It began life in the US in 1984, as Spectra, Inc., a very early pioneer of industrial inkjet printheads. In 2005 it changed its name to Dimatix before being acquired by Fujifilm the following year. Fujifilm itself is renowned for its history of innovation, particularly the way in which it rapidly diversified when the bottom fell out of the photographic film market in the early 2000s. That drive to innovate has continued apace and the acquisition of Dimatix was one of many examples of Fujifilm investing in the future by buying into the finest expertise available.

Now the resources at Fujifilm's disposal, coupled with Dimatix's three decades of printhead development experience, have led to Fujifilm becoming an innovative trailblazer in the industry and have placed Fujifilm Dimatix in an unrivalled position to create some of the highest performance printheads on the market.

Fujifilm Dimatix operates state-of-the-art product development facilities in Lebanon, New Hampshire and in Santa Clara, California, in the heart of Silicon Valley. The latter is an appropriate location for the creation of this intricate

technology, which rivals that being produced by the biggest and best known tech firms in that illustrious neighbourhood.

Piezoelectric vs thermal

Unlike some of its competitors, Fujifilm Dimatix printheads are all built around a piezoelectric, rather than a thermal process. The ink droplets are fired via an electrical charge and the precision achieved through this process is second to none. But there are other advantages this jetting technology has over the thermal inkjet printheads of many other manufacturers. Thermal inkjet printheads rapidly heat the ink until it forms a vapour bubble, which through expansion forces the ink out. Though cheaper to produce (and therefore to buy), thermal printheads have a much shorter life expectancy due to the ultra-high temperatures they are subjected to, and the frequent head changes required also negatively affect productivity and profitability.

Fujifilm Dimatix piezoelectric drop-on-demand inkjet printheads are recognised for their pinpoint precision at full production speeds, allowing every jet on the printhead to operate at high throughput rates with exceptional accuracy. Known for their high duty cycles and long service life, the company's patented printheads also support the broadest range of ink, enabling OEMs and systems integrators to design advanced systems that are fast, reliable and economical. As a result, there are Fujifilm Dimatix printheads in many presses around the world.

Si-MEMS

Of all the recent advances in printhead technology, within Fujifilm Dimatix or the wider industry, few match the impact that Fujifilm's proprietary Silicon MEMS (Micro-ElectroMechanical Systems), or Si-MEMS, manufacturing processes have had on the productivity, reliability, quality and efficiency of small drop, high resolution, non-impact printing and deposition.

"Silicon MEMS" describes a set of processes, developed out of the integrated circuit industry,

used to “sculpt” and assemble tiny mechanical structures - micro machines - that are responsive to minute electrical currents to perform highly specialised tasks. The structures are fabricated on silicon wafers in much the same way that large scale integrated circuits, such as computer chips, are made.

The Fujifilm Dimatix Si-MEMS processes operate at sub-micron dimensions. The combination of silicon material and extremely small geometries allows Si-MEMS processes to produce operationally robust, chemically resistant, highly reliable and incredibly compact inkjet printheads.

Fujifilm is one of only a handful of companies in the world that has the technology and the expertise to perform this intricate process. Although there are many manufacturers of high quality printheads, none can match the extensive range of proprietary technologies Fujifilm owns and the full, end-to-end capability this provides, to produce printheads operating at the highest levels of performance.

Sputtering

An important part of the Si-MEMS process, and something that truly sets Fujifilm apart, is its patented ‘sputtering’ process. This is a high-tech, molecular-level engineering method of applying PZT (lead zirconate titanate), one of the world’s most widely used piezoelectric ceramic materials,

to the silicon wafer that forms the basis of the printhead. This process alters the fundamental make-up of the material at a molecular level, affecting permanent change. Similar products that use a machining process to reach the same end find that the PZT slowly reverts to its original form over time, negatively impacting both the quality and the reliability of the product. With Fujifilm’s method, the material is permanently altered and the durability of the head, and the reliability of the nozzles, is therefore greatly improved.

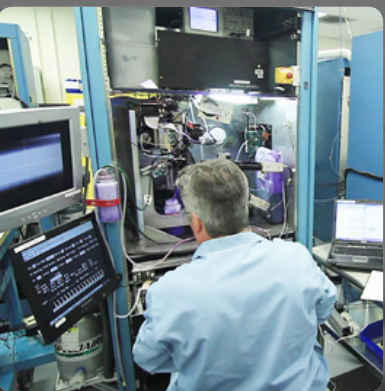
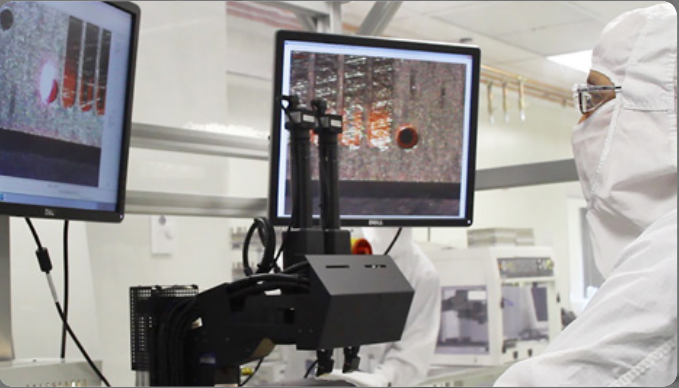
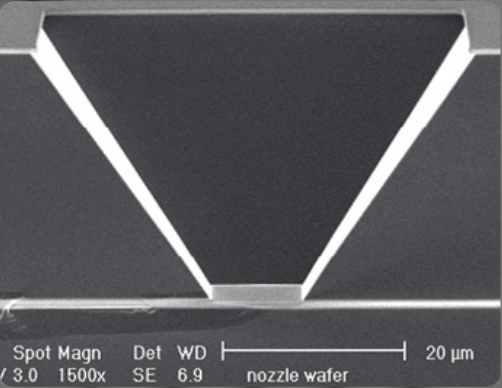
Furthermore, while most MEMS devices are of the order of 1mm in length, Fujifilm Dimatix set out to build jetting structures in the tenths of millimetres in length, which requires substantially greater control over planar dimensions than is typically achievable with standard MEMS fabrication technologies.

Samba

The Fujifilm Dimatix Samba range of printheads is one of the best known Fujifilm printheads and it provides an excellent example of how Fujifilm has used its technical expertise across the group to create a printhead unmatched on the market. Samba printhead technology has been developed jointly by Fujifilm Dimatix and Fujifilm Corporation, and makes full use of the company’s proprietary Silicon MEMS fabrication methods.

Fujifilm has also helped to develop the

Printhead nozzles are so small that they are invisible to the naked eye



patented VersaDrop multipulsing jetting capability and Redijet jetting technology:

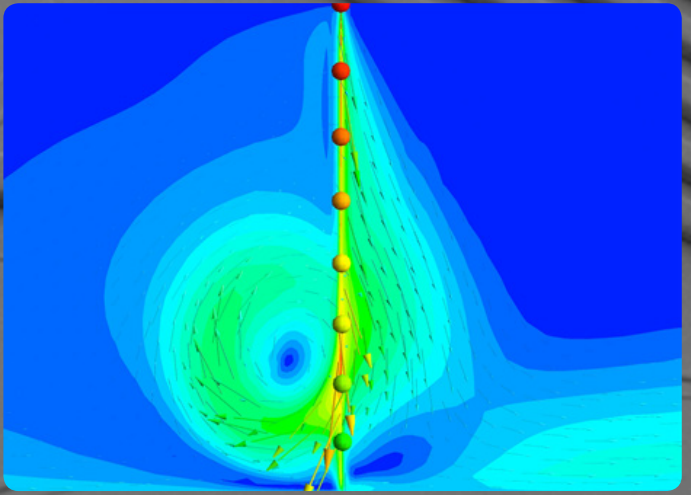
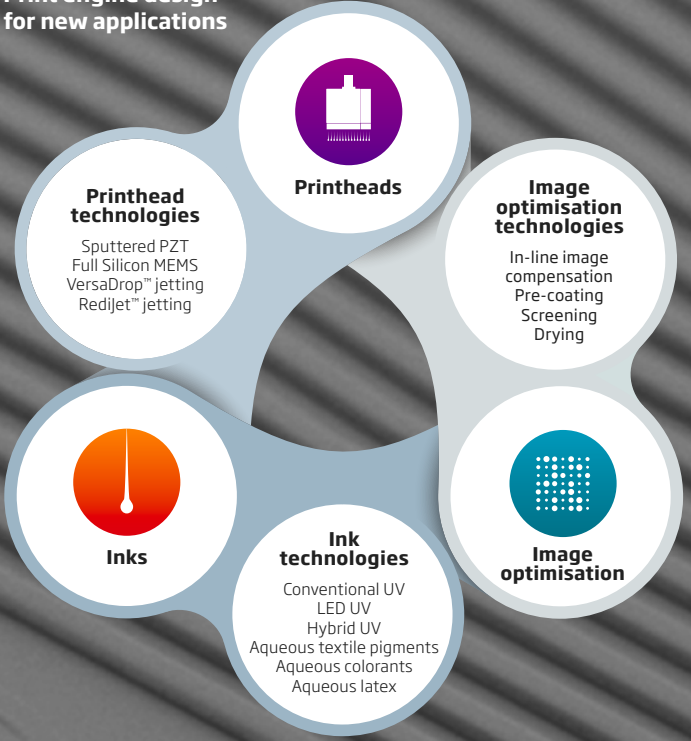
- VersaDrop jetting technology is the activation of the piezoelectric element with waveform pulses of varying amplitudes to produce metered amounts of ink which are pumped into a single drop before the ligament detaches from the nozzle. This capability is used to form variable drop sizes with no compromise in jetting productivity.
- Redijet consolidates several breakthrough innovations, unlocking the full productive capacity of a printhead while lowering the recurring service cost. The defining characteristic of this technology is the ability to minimize the initial start-up and ongoing maintenance times, along with reducing associated fluid consumption, especially when using faster drying and/or heavily pigmented ink formulations like those found in high-speed, industrial, single-pass systems.

Collectively, these technologies and other innovations enable printhead nozzles to be arranged in a matrix array, with improved meniscus formation and ink recirculation, to provide unparalleled stability, uniformity, maintainability and scalability in a compact package. Samba printhead technology delivers the breakthrough quality, speed and scalability required for wide, single-pass production inkjet printing and materials deposition applications. The first implementation of Samba inkjet technology is in a parallelogram-shaped “printhead on a chip” that measures a mere 45mm deep, and packs in 2,048 jets per module at 1,200 dots-per-inch. It is also capable of pulsing fluids in an industry-first native drop volume of 2 picolitres at up to 100 kHz - the highest jetting frequencies yet developed. By comparison, most typical printheads feature 600 dots-per-inch spacing and an ink drop volume of 7-8 picolitres.

Why does it matter?

The demands of print buyers across the industry are changing rapidly - shorter runs, faster turnaround times, ever better quality - with these developing market trends requiring advanced, sophisticated solutions. Fujifilm’s control of the end-to-end development of its products, linking its state-of-the-art printheads with its own high quality inks and wider proprietary inkjet technologies, is what makes it possible for the company to produce presses like the Jet Press 720S, which delivers quality and reliability its rivals can only aspire to.

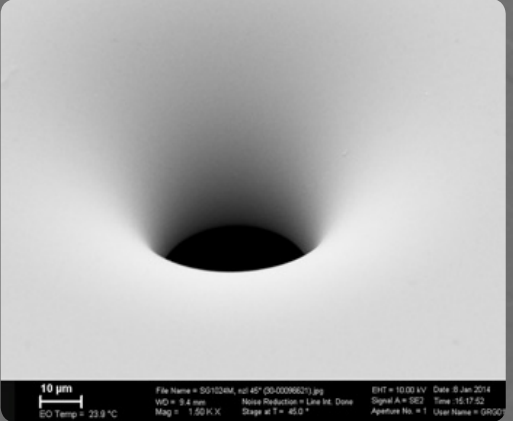
Print engine design for new applications



Above: Unique jet modelling capabilities

Right: Nozzle technology

Background: Silicon MEMS and sputtered PZT features



Two new litho plates set to take the offset world by storm

Fujifilm has recently launched two new printing plates that offer huge opportunities for printers to make their offset businesses more profitable. Here we take a look at just why these two plates are so significant.

Fujifilm's advanced processless technologies have already transformed plate production for thousands of printers, as processless is the holy grail for plate production, representing the fastest way to make plates by eliminating the processor, increasing efficiencies,

reducing costs and minimising environmental impact. Leading the way back in 2006 with the launch of the company's first processless plate PRO-T (now renamed Superia ZP as part of the Superia range), Fujifilm's processless plates have always delivered exceptional

productivity, on-press performance and ultra-high quality print. Now, the company has added another processless plate to compliment Superia ZP, and a new low chemistry plate that provides an ideal step to processless for those not yet quite ready to make the move.



Superia ZD: Our most advanced plate ever has made another leap ahead

Fujifilm has recently launched a new processless plate, Superia ZD, that has all the on-press performance, reliability and stability features of Superia ZP, on which it is based, but in addition is compatible with UV inks and is ideal for longer run jobs. Suitable for a wide range of printers, Superia ZD has the following benefits:

1. Great performance with UV presses

Excellent durability results in impressive on-press performance, but physical robustness isn't the only strength of Superia ZD. It also has superb solvent resistance so that it can be used with all of the new generation of UV ink-based presses. So printers that have invested in a state-of-the-art UV press can benefit from the latest plate technology, too.

2. Runs longer than any other processless plate

Some printers have not been able to go processless due to a requirement for longer run length performance. Superia ZD has been engineered for robustness and durability,

delivering a better run length than any other processless plate. That means it can handle longer runs with fewer plate remakes and less press downtime, with a print run of up to 150,000 possible with one set of plates.

3. Consistent high quality throughout the run

Because Superia ZD is more robust, image quality is consistent from the first to the last print, with a specification of 1-99% resolution and 20 µm FM screening. And because Superia ZD doesn't require any processing or finishing involving chemistry or gum, the stability and consistency of output is actually better than a traditionally processed plate.

4. Better scratch resistance

Fujifilm's processless plate technologies incorporate a number of high-performance, advanced multi-layer coatings. By fine tuning these technologies, Superia ZD has been engineered to be more scratch resistant with the result that it is tougher than any other processless plate.

For more information, visit:
www.superiplates.com

"The longevity of the ZD plate is astonishing and we're achieving a much sharper dot and sharper images throughout every run."

Ian Crossly, managing director, Greenhouse Graphics

Superia ZD already making an impact

Remous Print

Fujifilm's Superia ZD plates have helped UK-based Remous Print in its ongoing journey to provide environmentally friendly, high-quality, cost-effective print work to its customers. Managing director, Alan Bunter, comments: "We've found Fujifilm's Superia ZD plates to be very good. We use them to produce packaging materials, books, general commercial print and high-end work involving pantones and metallics. The technology allows us to produce these jobs at a very high quality level and in a cost-effective way, using less chemistry than any plates we have ever used before."

Greenhouse Graphics

Superia ZD plates have also enabled UK sheet-fed digital, large format and litho printer, Greenhouse Graphics, to save time and money while boosting its already impressive environmental credentials. "The thing that really appealed to us about Superia ZD plates was their durability," says Ian Crossly, managing director. "We found that on press our existing plates were losing quality and needed replacing after around 6,000 prints. Now, with Superia ZD plates, we're running up to 40,000 prints without any downturn in quality - a massive improvement on before. The longevity of the plates is astonishing and we're achieving a much sharper dot and sharper images throughout every run."

Platinum HPL

Mark Plummer, managing director for litho, digital and large format printer, Platinum HPL, also has high praise for Superia ZD's lifespan: "In switching to the Fujifilm Superia ZD processless plate, we have noticed a dramatic increase in durability. The plates last three to four times longer on press than those from our previous supplier, leading to substantial cost and time savings, as far fewer plate changes are required per job. On press stability has also improved, ensuring quicker make-ready and increased colour consistency."

"LH-S2 offers an ideal step towards Fujifilm's industry-leading Superia ZP and Superia ZD processless plates."

Sean Lane, offset product group manager, Fujifilm Graphic Systems Europe



LH-S2: New low-chemistry plate offers a step to processless

Fujifilm has used the advanced multi-layer technologies found in the company's processless solutions to develop a new plate that provides a step to processless. Superia LH-S2, the company's new high performance low chemistry plate, only requires a gum clean out, rather than traditional processing chemistry, allowing it to deliver outstanding performance, less waste, easier handling, and outperform any other plate in its class.

As Superia LH-S2 is built using the same core processless technologies as Superia ZP and ZD, printers can gain many of the benefits of these technologies as a natural step to going fully processless in the future.

These benefits include:

1. Better productivity

Thanks to the higher sensitivity of Superia LH-S2, it can be used at higher drum speeds, helping printers to

achieve maximum productivity and enabling much faster plate remakes.

2. Outstanding quality

Eliminating the chemistry used in conventional plate production, Superia LH-S2 plates can deliver 200 lpi, making them suitable for high-quality print applications, including 20 µm FM screening.

3. Superb toning performance

Superia LH-S2 is robust and built to withstand the rigours of the pressroom. With excellent handling characteristics and resistance to fingerprint marks, press operators can handle plates with confidence.

4. Enhanced ablation performance

As Superia LH-S2 offers enhanced ablation performance, less debris accumulates in the platesetter. Less time spent cleaning the platesetter

and replacing filters means more time put to more productive use.

5. Excellent shelf life

The shelf life of Superia LH-S2 is unrivalled, providing excellent consistency from first to last plate, reducing waste and costs.

Sean Lane, offset product group manager at Fujifilm Graphic Systems Europe, comments: "Printers who are considering a move to processless plates, but are not in a position to make such a change immediately, will find Superia LH-S2 ideal. Offering significant environmental and cost savings, and compatible with most platesetters, it offers an ideal step towards Fujifilm's industry-leading Superia ZP and Superia ZD processless plates."

For more information, visit:
www.superiaplates.com

The Superia plate range explained

Fujifilm has a long history of delivering offset printing plates with the highest consistent quality, and the industry's best performance figures. More recently, the company's focus on its Superia processless and low-chemistry plate solutions that deliver exceptional resource savings has made a huge impact on the profitability of offset printing, something at the top of everybody's agenda.

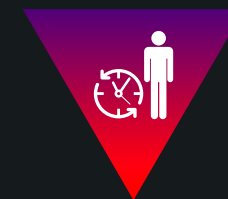
In addition, the company's continued investment in its manufacturing and logistics infrastructure, at a time when plate suppliers are under increased pressure, has provided extra security for what is a critical part of the offset printing process. Now, with the addition of both Superia LH-S2 and Superia ZD, Fujifilm has a solution to help any printer maximise the profitability of their offset process, with the reassurance of a world-class infrastructure to back it up.



Resource savings



Material savings



Labour savings



Energy savings



Environmental savings



Water savings

LO-CHEM

SUPERIA LH-PJE

Positive working plate for ultra-high quality applications

SUPERIA LH-PLE

Positive working plate for long run applications

SUPERIA LH-PXE

Positive working plate for ultra-long-run applications

LO-CHEM (GUM)

SUPERIA LH-S2

Simple gum clean out plate as a step to processless

PROCESSLESS

SUPERIA ZP

The industry standard - stable and consistent for shorter run lengths

SUPERIA ZD

UV ink compatible and suitable for run lengths up to 150,000



Saving water, sharing water

Six years on from start of its partnership with WaterAid, Fujifilm Graphic Systems EMEA has now donated almost €400,000 to the charity. Having started off as a one year agreement in 2012, centred on the launch of Fujifilm's new PRO-T3 processless plate, the relationship is ongoing, and thanks to all the printers who continue to invest in the company's processless plates, Fujifilm has been able to reach a much higher target than originally planned.

WaterAid brings fresh drinking water and sanitation to some of the poorest and most deprived communities in the world. Not only does this improve health and life expectancy, but it also means that the many hours people (usually women and girls) used to spend each day walking to collect water can be put to other uses. Girls who couldn't attend school now can, and their life prospects are immeasurably improved.

€400,000!



'Business as usual' is a dangerous mantra in any line of work, and with all the challenges facing the print industry, finding ways to stand out from the crowd, add real value and boost profitability are key to success. Fortunately, the versatility and quality of Fujifilm's Acuity range is helping printers break into new markets by enabling them to produce high quality creative applications. In this section we look at a UK printer producing thermoformed font signage, a Turkish printer producing stunning wallpaper graphics and another Turkish company digitally printing membrane switch graphic overlays for the electronics industry.

Thermoforming the future

UK manufacturer of beer fonts and thermoformed font signage revolutionises its business with two Fujifilm flatbeds and Uvjet KV inks



Based across two East Midlands sites, ADS2 Brands is one of the oldest and largest producers of beer dispenser fonts, taps and handles in the world. ADS2 Longborough, located in Sandy, Bedfordshire is the print division of the business and in the past eighteen months, two Fujifilm Acuity Select flatbeds - with Uvjet KV inks in a CMYK plus two white channels configuration - have revolutionised its production of optical logos and changeable beer font shrouds for some of the biggest beverage brands in the world, including Tennent's, Stella Artois, Heineken and many others.

"We produce all of the elements needed for the draft font you see in a bar, restaurant, night club or 'pop-up' bar at festivals or events," explains Dan Wilce, printing manager, ADS2 Longborough. "These include illuminated font shrouds, optical logos and the draft font handles themselves."

ADS2 Brands' first Acuity Select investment in the summer of 2016 brought immediate benefits. "The methods we

previously used for producing both the shrouds and the optical logos were complex, time-intensive and expensive," says Wilce. "We had to print the shrouds initially onto clear film - very slowly to ensure the requisite quality and density of colour - and then back them up with white self-adhesive vinyl before thermoforming and trimming. The printing process for the optical logos was equally slow, as we had to use a special adhesion primer and we experienced very high wastage due to static issues."

"The Acuity Select revolutionised the whole process. We slashed our typical turnaround times from four weeks to one, cut our per-unit production costs by more than 60 per cent, massively increased our capacity for large orders, and substantially reduced our waste. Not only that, it also allowed us to add another string to our bow with the ability to print ultra-short run lengths. Our shroud and optical logo production processes are both now far more straightforward, as well as being



"The Acuity Select revolutionised the whole process. We slashed our typical turnaround times from four weeks to one and cut our per-unit production costs by more than 60%."

Dan Wilce, printing manager, ADS2

faster and less labour-intensive. Wastage is down thanks to better static control and the quality is excellent - even though we're printing at a much higher speed."

Wilce has been equally impressed with the inks: "Fujifilm's Uvijet KV inks are perfect for thermoforming, they're extremely high quality and incredibly robust. We've had no issues with cracking and our customers have been delighted with the quality. One of our major clients even won a design award in Scotland thanks in part to our work for them."

"At the time of the first Acuity installation we were looking to fill an order for 5,000 units for a major brewery customer. Using our previous printing processes we would have struggled to deliver this. Now, a year and half later, we've delivered more than 14,000 units to that customer and are working on 2,000 more."

With the original Acuity Select running at full capacity, ADS2 Brands invested in a second press in the summer of 2017 to boost the business still further. "Having created and then filled a lot of extra capacity, it made sense to invest in a second press rather than outsource the additional work that was coming our way," Wilce continues. "We have a huge range of large brewers among our clients and a second press has enabled us to offer the same high quality

products at high speed to all of them, as well as giving us the opportunity to branch out into the water dispenser and soft drinks markets to a much greater extent."

"Fujifilm has been fantastic to work with right from the start," concludes Wilce. "We have bought inks from them in the past - so we had some history with the company - but we hadn't invested in Fujifilm hardware before. They have been attentive and very quick to respond to problems or questions, while the presses themselves have been great to work with. Downtime has been minimal, meaning that we have been able to use them to their full potential."

For more information, visit:
www.powerofinkjet.com

ADS2 Brands

Location: East Midlands, UK

Fujifilm products: 2 x Acuity Select

Type of work: Optical logos and changeable beer font shrouds for the beverage industry



LED UV outguns Latex

Custom wallpaper producer, Maggenta, upgrades to a Fujifilm Acuity LED 1600 II, four years after Acuity LED 1600 investment signalled move away from latex.

Istanbul-based Maggenta, a leading printer of custom-made wallpapers for businesses and individuals around the world, was founded in 2010. The company prints high-quality, emission-compliant, environmentally-friendly wallpaper using a Fujifilm Acuity LED 1600 II. Having invested in an Acuity LED 1600 in 2014, Maggenta upgraded to the Acuity LED 1600 II in February 2018, boosting production speed by 50% and bringing in added versatility. With this recent investment, Maggenta, once a latex print specialist, has ceased all latex print for wall coverings.

"Maggenta is the market leader in the wallpaper printing sector," says the company's founding partner, Mehmet Kucuk. "We offer personalised, bespoke products to our customers through our talented design team, who tailor projects based on the specifications required."

Maggenta's wallpaper portfolio is impressive, with a vast range of photographic quality prints, ranging from nature to urban sprawl, and oceans to skies. Texture-like wallpapers, depicting wood, fabric, solid colours and various patterns, also form part of Maggenta's offering.

Its huge range of high-quality products is matched by its stringent business standards: "We use environmentally-friendly and emission compliant products - this is an important aspect of Maggenta as a brand," continues Kucuk. "When you consider that printed wallpapers will be part of people's everyday lives, homes and workplaces, it is vital the ink does not impact the health of our

customers or our employees.

"The inks we use are approved by international environmental and human health organisations. As we only ever use products that meet these requirements, we don't need any additional ventilation systems in our work environment."

Maggenta's first investment in Fujifilm's Acuity LED technology came via an exhibition visit in June 2014. Kucuk explains: "We believed back then, as we do now, that customised, tailor-made products are the future of the printed wallpaper market. We needed a printer that could help us deliver high-quality print work at a speed that wouldn't compromise the finish or see it deteriorate over a longer run. We were experiencing all these pitfalls with our latex printers at the time.

"When we saw the Acuity LED 1600 in action, we knew it was the right printer for us and the direction we wanted to take.

The availability of clear varnish and white ink, the consistent print quality, the LED curing feature, the flexibility to print on almost all rigid and heat sensitive roll materials - all this, on top of its environmentally-friendly credentials, added up to a package that offered huge advantages over the latex printers we were using at the time."

Following three-and-a-half years of highly productive, high-quality wallpaper production, Maggenta upgraded its Acuity LED 1600 to an Acuity LED 1600 II, which now produces all of Maggenta's wallpaper. According to Kucuk, the difference in production and print quality output was clear. "An important aspect of our brand is delivery time - due to high customer demand, we need to ship wallpapers immediately after we print them. The Acuity LED 1600 II's curing capabilities ensure the wallpaper is dry and free of any deformation to the substrate



as it comes out the printer - we can then distribute the products immediately.

"The finished quality is excellent. From metre one to metre one hundred, the clarity and density of the colour doesn't change, ensuring a consistent, sharp, stunning wallpaper. On the whole, the quality of the print and the speed with which it reaches the customer has returned a higher level of satisfaction than before and, ultimately, more business growth. Customers and staff alike have remarked on the flexibility, productivity and high-quality print work produced.

"If any organisations are looking to produce fast, continuously high-quality print work, then I would certainly recommend Fujifilm's Acuity LED 1600 II. Any business owner that wants to experience the practical advantages provided by LED UV printing technology should request a live demonstration - they will see the difference for themselves."

For more information, visit:
www.powerofinkjet.com

Maggenta

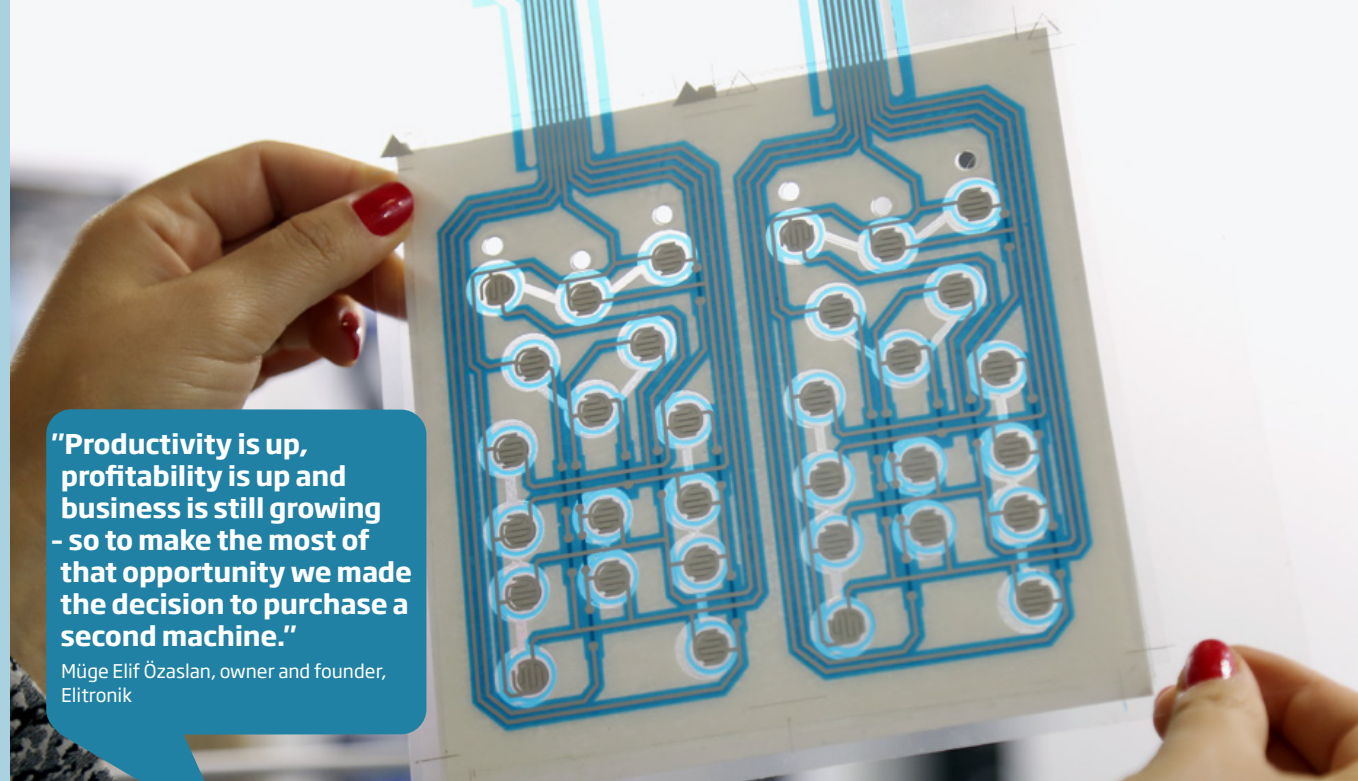
Location: Istanbul, Turkey

Fujifilm products: Acuity LED 1600 II

Type of work: High-quality wallpapers

"The finished quality is excellent. From metre one to metre one hundred, the clarity and density of the colour doesn't change, ensuring a consistent, sharp, stunning wallpaper."

Mehmet Kucuk, founding partner, Maggenta



"Productivity is up, profitability is up and business is still growing - so to make the most of that opportunity we made the decision to purchase a second machine."

Müge Elif Özaslan, owner and founder, Elitronik

One thousand and counting

Fujifilm marks 1000th global installation as Istanbul-based Elitronik confirms purchase of Acuity LED 1600 II to complement Acuity LED 1600 installed in May 2016.

Four years on from the launch of the Acuity LED 1600 and two years on from the launch of the updated Acuity LED 1600 II, Turkish industrial printer Elitronik has purchased the 1000th unit of this robust, versatile machine in the world.

Popular with wide format and packaging printers globally, this hybrid platform is increasingly highly regarded by industrial printers. Elitronik, which produces membrane switch graphic overlays for the electronics industry, found the UV inkjet technology of the Acuity LED 1600 to be a revelation. Moving from a screen printing process to inkjet, Elitronik was able to increase quality, slash delivery times, win new business and more than triple its annual turnover.

"Our sector uses screen printing almost exclusively," says Elitronik owner and founder Müge Elif Özaslan. "This can be a costly and time-consuming process, with lots of room for human error. In 2015 we began looking at technology that could take our company to the next level and digital UV looked to be the most promising method. We talked with a few different suppliers, but Fujifilm

seemed able to deliver the best quality and they were by far the most helpful and responsive. They allowed us to trial an Acuity LED 1600 at our factory, so we could be sure it was going to deliver the improvements we needed. We began winning new business, and jobs that would have taken a week or more were finished in one or two days.

"Sample preparation used to be a time-consuming and expensive task. Now, with the Acuity LED 1600, it's a simple, seamless process. Productivity is up, profitability is up and business is still growing - so to make the most of that opportunity we made the decision to purchase a second machine, an Acuity LED 1600 II."

Says Tudor Morgan, Segment Manager, Sign & Display at Fujifilm Graphic Systems Europe: "The 1000th sale of this platform is particularly pleasing as it demonstrates that the potential for this machine to transform businesses goes well beyond the traditional graphic display and packaging markets. The Acuity LED 1600 II is a printer with huge industrial potential and we're delighted that a company



Müge Elif Özaslan, owner and founder, Elitronik

of Elitronik's standing and reputation in their industry has confirmed this so emphatically with their purchase of a second machine."

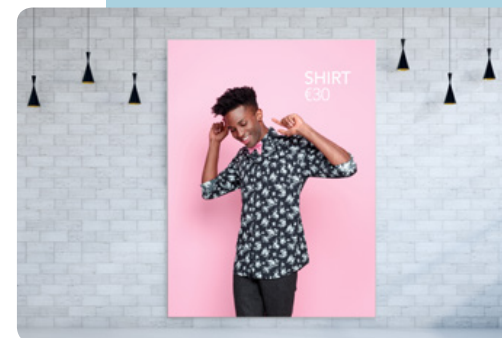
For more information, visit:
www.inkjetoverlays.com

Elitronik

Location: Istanbul, Turkey

Fujifilm products: Acuity LED 1600, Acuity LED 1600 II

Type of work: Membrane switch graphic overlays for the electronics industry



Fujifilm launches Acuity LED 1600R for large format graphic display market

The latest addition to Fujifilm's Acuity range offers customers a flexible, lower cost alternative to the successful Acuity LED 1600 II printer.

An accessible, dedicated roll-to-roll printer optimised for four-colour CMYK printing, the Acuity LED 1600R otherwise shares all the benefits in quality and performance of the highly successful Acuity LED 1600 II hybrid model. Having had its first public display at CIPrint in Lyon in February 2018, it has been commercially available since 1st of March.

Featuring Dimatix Q-class industrial print heads, the Acuity LED 1600R offers four channels, and a high density mode capable of handling heat-sensitive roll and light rigid media while printing stunning, vibrant displays -

making it suitable for backlit and window applications. Like the Acuity LED 1600 II, it offers excellent productivity of up to 33m² per hour.

Producing low levels of heat and requiring lower ink volumes and less power than similar machines on the market, the newest member of the Acuity range has instant start-up, long-life LED UV lamps, no ozone or VOC emissions and only one consumable - the ink.

That ink is the new Uvijet RL ink range which is available in CMYK and CMYK plus light cyan and light magenta. A modular upgrade option to include white is available, with an option for up to eight channels, including clear ink, also being added later in the year. Designed for roll media, Uvijet RL is manufactured by Fujifilm Speciality Ink Systems in the UK, and combined with the 1600R's Fujifilm patented LED curing system and Dimatix print heads, it delivers near-photographic print quality at an impressive speed.

"It offers excellent productivity of up to 33m² per hour."



For more information, visit:
www.fujifilm.eu/print

Acuity LED 1600R

Accessible, high-quality introductory model

Dedicated roll-to-roll printer

Optimised for four-colour CMYK printing

Dimatix Q-class industrial print heads

New Uvijet RL ink

IS PRINT THE BEST TOOL FOR THE JOB?

This article about content marketing by Mark Hooper is part of a series published by kind permission of Print Power. The series is designed to help you sell the power of different types of print to your customers.

Content marketing is one of the industry's biggest success stories, with brands devoting more of their time and budgets to building a better relationship with their customers - and right at the heart of that relationship is print. With global spend on content marketing currently estimated to be \$150bn, rising to over \$300bn in 2019¹, it's clear that this relatively young marketing sector is booming. With content produced for all platforms, this is a truly multi-channel sector, with online, mobile, video, social and experiential all coming under the banner of content marketing.

However, following a brief flirtation with digital-only solutions, it appears that brands are discovering that print is the best medium to get a brand's message across and engage its customers for the longest time.

Furthermore, with industry-wide concerns over the challenges of ad blocking and the public more anxious than ever about digital privacy issues, print content marketing offers a neat solution, together with the offer of deeper engagement and increasing loyalty among consumers.

The heart of the mix

Name any major European brand and it's highly likely they will have some form of print content marketing. From retail giants such as ALDI and LIDL to car manufacturers such as Volkswagen and BMW, companies use their own magazines to control exactly what messages are sent to their customers.

"Print content marketing continues to be an integral part of the overall marketing mix," says Clare Hill, Managing Director of the Content

Marketing Association (CMA). As founder of the International Content Marketing Forum, a collection of 14 European trade bodies dedicated to promoting and showcasing the value of content marketing, the CMA is ideally placed to comment on the success of the industry across Europe.

"The customer journey has become more and more complex, with multiple touch points - interacting with brand websites, email communications or social media," continues Clare. "This shift in consumer behaviour doesn't discount traditional media such as print, and in many cases actually increases the requirement."

This is a sentiment echoed by Andrew Hirsch, CEO of global content marketing agency John Brown Media. "Our mantra is that it's a multi-channel approach, but more often than not, print is at the heart of that," he says. "It's interesting that a few years ago people were saying, 'Print is unaffordable, it's not fashionable, let's do everything in a digital format'. But in most cases

a digital-only approach doesn't work. The vast majority of solutions combine print alongside digital."

Hirsch cites Waitrose Food, the award-winning monthly magazine John Brown Media produces for customers of the supermarket chain Waitrose who sign up for their loyalty programme. Each member is entitled to a free issue, but because there are over four million active members, the print run of 700,000 is snapped up within the first few days of each month.

Long-term solution

For Gregor Vogelsang, CEO of German content agency C3 (Creative Code and Content), the strength of content marketing is in its ability to aim at the entire customer lifecycle. "With strategically distributed content, we build communities around brands and create long-term relationships with customers," he says. "Print is still highly relevant in most content marketing programmes. Physical presence, visual impact, orientational and opinionated content, as well as comprehensive background information are the strengths of print which we harness across our content marketing activities with key clients."



C3 produces ProjectM for Allianz Asset Management, which aims to reach decision makers in the fund management, pensions and financial management area. While it works as part of a joined-up strategy including digital, Vogelsang finds significant cut-through from print with the target market: "Print is the medium for higher-educated executives," he says.

Virgin paper

In short, people want print. But let's not just take the word of those selling the solution: the proof comes from the brands themselves, who have their ROI to consider when looking at the cost-effectiveness of print in their content marketing strategies.

Saskia Dornan, Head of Virgin Group Internal Communications, reveals how a global brand has recognised the benefit of print not simply for its customer base, but also in speaking to its own staff worldwide, across a diverse variety of roles.

"Instead of going all out on digital, the Virgin Group has gone down the multi-channel route when communicating with our people, which includes the tangible and accessible benefits of print," she says. "The Roger Collective magazine creates a community that readers find irresistible: it connects with them, while exciting and inspiring them.

"Print works really well for us as it reaches many more of our people who are not desk workers, and for many of whom the nature of their job dictates that they can't be looking at a mobile screen throughout the day. It's a great example of how a global magazine can have a real impact on so many different businesses and connect people around the world. It's been a tremendous success and one of the most cost-effective communication tools we have ever devised."

Owned media

The prospect of brands owning their own media is an enticing one, with more and more brands building a successful customer base using print content marketing.

There are examples where print is the only logical option, such as in-flight magazines, where brands have access to that rare thing: a captive audience with quality, engaged time on their hands and who have been asked to switch all their digital devices to flight mode.

Ink Global produces a variety of magazines for brands such as EasyJet, Norwegian Airlines and Air Berlin. B Inspired, the title they produce for Brussels Airlines, is a particular success: when surveyed, 94% of passengers said they had read the magazine, with an advertising recall of 44%².

Such a high recall figure opens up another potentially lucrative revenue stream: as well as the benefits of more sophisticated content, brands

who own their own media also have access to traditional ad revenues: 14% of passengers had bought jewellery worth more than €1,500 in the previous year, while 44% had bought a fragrance worth more than €75.

The soft sell

Proof of cost-effectiveness is, of course, a crucial factor. Clare Broadbent, CEO of global content marketing agency Cedar Communications, remarks on the "culture of marketing short-termism" that results from the "cult of ROI" where marketers face pressures from CFOs to deliver a clear return for their marketing efforts.

"Generally, content marketing is subtle in the way it 'sells' to a client's customers," she says. "Overt sales messaging is often kept to a minimum. Often, the main objective of content marketing is to deliver brand messages and attributing an ROI figure to a piece of content, especially a high-cost piece of content such as a magazine, often requires lots of time and effort. But it can be done. In best-case scenarios, where we have seen ROI figures for our clients' work derived from customer data, results have been staggeringly good."

For example, Cedar produces Tesco Magazine, with a readership of nearly five million readers per year. "We measure effectiveness carefully and the magazine more than succeeds on so many levels," says Debbie Chernin, Publishing Manager for Tesco. For a start, average reading time is 38 minutes - well above the CMA's industry norm. The magazine also delivers a proven sales uplift on products they feature.

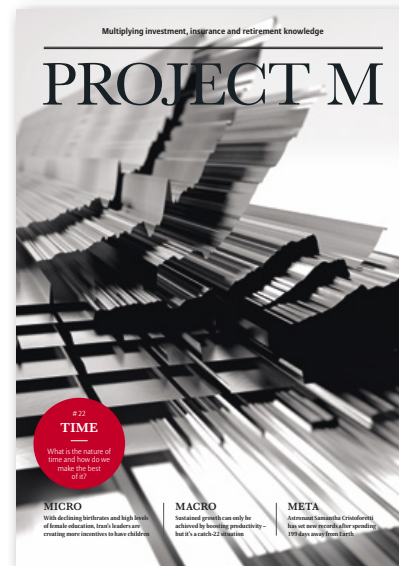
The new marketing arena

Of course, the landscape in which content marketing is now operating has changed significantly. "Compared to even a few years ago, it's much more difficult for advertisers to land brand messages and sell," says Broadbent. "Today's consumers are brand-weary, their trust having been eroded over time from receiving uninvited and invasive 'broadcasts' from advertisers. And online - where the lion's share of ad spend is going these days - there's a load of new and popular software programs to block ads."

In its annual Digital and Media Predictions

"Today's consumers are brand-weary, their trust having been eroded over time from receiving uninvited and invasive 'broadcasts' from advertisers."

Clare Broadbent, CEO, Cedar Communications



report research consultancy Milward Brown noted that the rise of ad blocking - one of the biggest issues for digital marketing - has seen brands place a higher emphasis on providing quality, engaging content for their customers.

Duncan Southgate, global brand director for digital at Millward Brown, noted that this will 'separate the successful marketers from those that simply annoy'. He also predicted a more integrated consumer journey, adding, "Brands that fail to target consumers appropriately, adapt content across formats or rely solely on paid advertising content are unlikely to build engagement and drive sales."

By modifying their marketing communication strategy from a push to pull model, producing content that consumers want, where they want it, and in a format they are receptive to, brands are able to keep their customers engaged for longer, at a deeper level, in order to deliver their brand messages.

"Magazines produced by brands deliver an average of 25 minutes of engagement³," says Broadbent. "Can you think of many other channels or platforms that do that?"

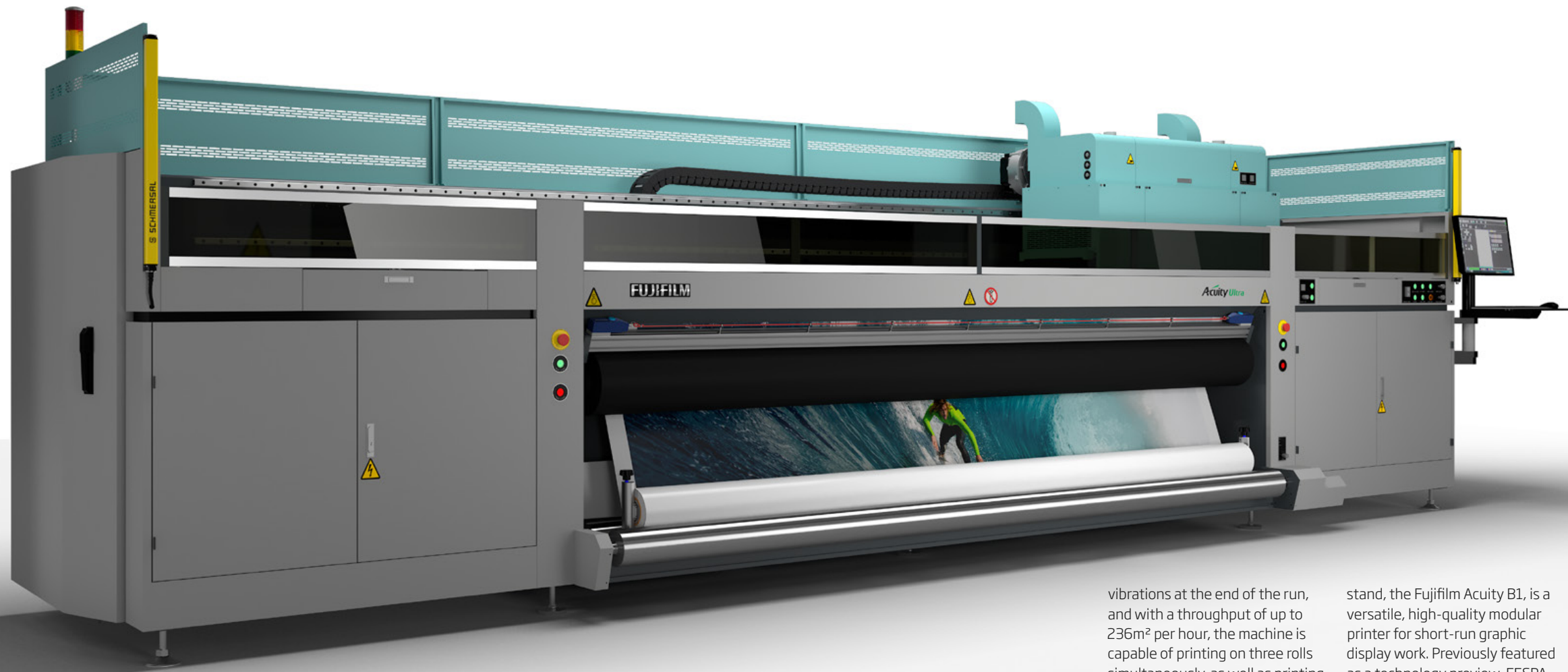
The next level

The big question is where print content marketing will go next. Ironically, improved digital technology means that personalisation is now possible at a much higher level, while better sales tracking can prove the cost-effectiveness to the client.

"We only recommend print solutions if it makes strategic and economic sense," says Vogelsang. "To thrive with a print magazine, you need to have unique control of costs and revenues and a clear competitive advantage in distribution, promotion and pricing."

But everyone agrees that print is now the disruptive medium, offering stand-out for the client and a sense of value for the customer. Which, after all, is what content marketing is all about.

Sources
¹PQ Media's 'Global Content Marketing Forecast 2015-19'
²IPSOS European Affluent Survey 2015
³CMA Advantage Study



"Fujifilm now has a machine to suit the needs of every wide format graphic display printer."

Tudor Morgan, sign & display segment manager, Fujifilm Graphic Systems Europe

From wide to super-wide

Fujifilm to use FESPA 2018 to highlight the growing strength of its wide format Acuity range - including the launch of the new super-wide format Acuity Ultra.

At FESPA Global Print Expo 2018 (Berlin, May 15th-18th), Fujifilm will use its stand (D50 in Hall 2.2) to launch the Acuity Ultra, a new, super-wide format printer to target the high-end indoor graphics and outdoor signage markets. This latest addition to the Fujifilm Acuity range is unlike anything currently available on the market. A high-productivity, UV super-wide format printer offering almost photographic levels of quality at greater speed and lower cost than existing machines, it is set to shake up the super-wide format marketplace.

The Acuity Ultra will share

the stand with the new Acuity B1 modular system, previewed at FESPA 2017. Additionally, as part of the new FESPA Digital Corrugated Experience and in conjunction with Inca Digital, Fujifilm will showcase the huge potential of the Onset X platform for the production of corrugated displays and packaging on stand C30 in Hall 5.2.

Only just announced, the Acuity Ultra is available in 5 metre and 3.2 metre models with eight colour channels. It uses a new, bespoke, high-quality, low film weight, Fujifilm ink: Uvijet GS. GREENGUARD approved, this ink

has been especially designed to deliver the highest quality and is fully emission-compliant for interior graphic display work.

With a 3pl drop size ensuring maximum quality, the Acuity Ultra is ideal for the high-end indoor display market, especially for luxury brands. Operating with conventional UV technology, it runs at much higher speeds than LED competitors - but, as the vacuum table is efficiently water-cooled, it does not build excessive heat on the print plate, meaning no shrinkage.

Linear motors ensure smooth edge-to-edge printing with no

vibrations at the end of the run, and with a throughput of up to 236m² per hour, the machine is capable of printing on three rolls simultaneously, as well as printing super-wide format graphics up to five metres in width.

Its counterpart on the

Acuity B1, right. Onset X3, below, with brand new robotics system for corrugated production



stand, the Fujifilm Acuity B1, is a versatile, high-quality modular printer for short-run graphic display work. Previously featured as a technology preview, FESPA 2018 sees the machine's full commercial launch. It is built on the very latest UV technology and features new and exclusive Fujifilm Dimatix QFR printheads, delivering 7 picolitre drop sizes. Offering exceptional print quality and high productivity at an accessible price point, it will appeal to a broad range of print businesses.

In hall 5.2, FESPA's inaugural Digital Corrugated Experience feature provides the ideal opportunity for Fujifilm to showcase the corrugated capability of the Inca Digital Onset X platform. The Onset X features the best of Fujifilm inkjet technology and high-quality Fujifilm UV ink, including Uvijet LM, a new low migration ink range specifically designed for printing to secondary food packaging and corrugated retail displays. The platform also now boasts a brand new Inca Digital robotics system. Fujifilm experts will be on hand to

talk visitors through the endless creative potential of the Onset X to create high-quality corrugated displays and short-run packaging.

Says Tudor Morgan, sign & display segment manager at Fujifilm Graphic Systems Europe: "Fujifilm's Acuity range, long popular with graphic display printers, is growing rapidly. In the past year we've added the Acuity 15 flatbed and the Acuity LED 1600R roll-to-roll printer to the range, as well as the Acuity B1. When you also consider the Onset X, still unrivalled as a high-quality, high-end production flatbed, and our exceptional new super-wide format Acuity Ultra, Fujifilm now has a machine to suit the needs of every wide format graphic display printer. From entry-level to ultra-high end production printers and everything in between, all offer the exceptional quality and reliability that has built Fujifilm's reputation in the sector."

For more information, visit:
www.fujifilmfespa.com

One Acuity two Acuity three Acuity more

Spanish-based La Digital Impser assesses the benefits a year on from installing an Acuity F, an Acuity LED 3200R and an Acuity LED 1600 II

The La Digital Impser story has three milestones: one of them was in 1998, when digital print business La Digital was founded, and another was some decades earlier, when Impser, a respected screen printing company, was started. The third milestone was reached several years ago, when the two companies combined to become La Digital Impser. The company now employs twenty people and, offering a complete service to its clients from consultation to production to finishing, it prides itself on being much more than just a printing company.

Located in Girona, in north-east Spain, the company serves a huge range of customers, including graphic design agencies, interior decorators and sign-makers, throughout the country and in southern France.

Having worked over the years with water-based inks, eco-solvent and latex, La Digital Impser now sees UV and LED UV inks as the technology that best meets the needs of its customers in terms of performance and quality, leading it to make a triple Fujifilm inkjet investment in early 2017, investing in the ultra-high productivity Acuity F flatbed, the Acuity LED 3200R roll-to-roll printer, and the creative and versatile Acuity LED 1600 II hybrid.

"Our clients aren't interested in

the technology we use to create their work," says Jordi Presas, screen production director. "But they are interested in the quality of the finished product and the speed with which it is delivered. They trust our judgement to select the best process to deliver them what they need. What sets us apart is our ability to guide our clients and make detailed recommendations for them and, of course, the speed and flexibility with which we can deliver a high-quality, finished product."

Robert González, La Digital Impser's digital production director cites the quality and productivity of the Fujifilm Acuity printers as the key reason they appealed to him and his team. "In the case of the Acuity F," he explains, "its productivity of up to 155m² per hour allowed us to slash delivery times, and the white ink option gave us the opportunity to offer further benefits to our customers. The Acuity LED 3200R gives us high-quality and highly productive, roll-to-roll printing, while the Acuity LED 1600 II offers us the important benefits of white ink and clear varnish.

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Robert González, digital production director, La Digital Impser

From left to right: Robert González (Digital Production), Josep Mulero (Administration), Jordi Presas (Screen Production)

La Digital Impser

Location: Girona, Spain

Fujifilm products: Acuity F, Acuity LED 1600 II, Acuity LED 3200R

Type of work: A huge range of wide format products

them to customers. Products that used to take between two and three days to complete can now be produced in a single morning.

"Equally important in the investment decision was the support that Fujifilm was able to offer. From the start they have felt very much like partners in our business and even now, a year on from the installation, they remain attentive and quick to assist on the rare occasions that there is a problem with one of the machines.

"The integration of these printers into our workflow has been remarkably straightforward. We received comprehensive training and have found it easy to get the best out of them. The LED roll-to-roll machines can even be left to operate unattended for long periods of time.

"This investment and our ongoing partnership with Fujifilm has given us the confidence to grow. We see our core customer base of graphic designers, interior decorators and sign-makers remaining the same, but, with the technology we now have at our disposal and with Fujifilm's support, we also feel we now have the ability to target end-users and consumers."

For more information, visit:
www.powerofinkjet.com

"Customer expectations of quality are increasing and, as far as we're concerned, the Onset X3 is as good as it gets."

Mark Smith, print managing director, Showcard

Showcard Print

Location: Letchworth, UK

Fujifilm products: Onset X3, Onset S50, Onset S70

Type of work: POS for the retail sector and major brands

Onset X3 forms centrepiece of £3m wide format investment

UK POS printer invests in an Inca Digital Onset X3 with new robotic arm system supplied by Fujifilm as part of multi-million pound investment over three months.

Showcard Print, a specialist in the supply of printed POS and POP to the retail sector and to major brands, has invested in an Onset X3 platform from Fujifilm. This ultra-high productivity platform now features a new Inca Digital robotics system to boost its work rate still further.

With a 40-year heritage in the wide format sector, Showcard Print operates a range of wide format digital, screen and litho services producing high quality POS materials for some of the best-known retail brands on the market.

"We're looking to the future," says Showcard Print managing director, Mark Smith. "Over the next few months we're investing £3 million in growing the business and the Onset

X3 is obviously a very significant part of our plans. We've been Fujifilm and Inca Digital customers for some time, buying litho plates and silk screen inks from Fujifilm and running both an Inca Digital Onset S50 and an Onset S70 for a number of years. As the Onset S70 is reaching the end of its life we needed to find a replacement. We spent a year testing a variety of machines across the market and ultimately the Onset X3 proved itself to be the best machine for us for a number of reasons.

"Customer expectations of quality are increasing and, as far as we're concerned, the Onset X3 is as good as it gets in that regard. When you then consider the new robotic automation system Inca now provides with the machine, the already impressive

productivity has gone up yet another level. We're obviously very familiar with the combination of Fujifilm and Inca Digital technology that has built the Onset range and we're delighted that we'll now be able to put the machine that sits at the very top of the market to work, creating exceptional products for our customers."

The Onset X3 with new robotics and also featuring Uvijet LM, a new low migration ink for indirect food packaging, will be on display at FESPA Global Print Expo 2018 (Berlin, May 15th-18th) as part of the Digital Corrugated Experience (Hall 5.2 - Stand C30).

For more information, visit:
www.powerofinkjet.com

"The quality of print from the Flenex plates holds up extremely well over long runs. Our target is to get up to 600,000m² per plate set."

Emanuele Delfino, CEO, La Prensa Group

Always looking for an edge and determined to increase production speeds and reduce its environmental impact, Italian label printer La Prensa made the decision to invest in Fujifilm's Flenex FW water-washable plate solution.

Billions of labels

Based across four locations in and around Milan, La Prensa is a major label manufacturer, producing more than 18 billion labels in 2017, with a turnover of around €25 million. Operating in the food and beverage sector, La Prensa uses solvent and UV printing to produce many different types of labels: paper labels for bottled water, chocolate and canned goods; adhesive and thermal transfer labels; plastic labels and packaging; and shrink sleeve and adhesive film – all for some of the biggest brands in Italy and around the world.

"We had a long wish list of things that we wanted to see in a new plate system," says La Prensa Group CEO Emanuele Delfino. "Optimal colour transfer and high-quality print were non-negotiable and we wanted a plate that combined those benefits with a fast processing system and reduced chemical use. Fujifilm Flenex plates wash clean in water and a simple detergent, which means we have dramatically reduced chemical consumption and waste, and have reduced the unpleasant fumes in our factory to near zero, which has greatly improved the working environment for our staff.

"Our Flenex investment also means we can look forward to substantially less downtime on our presses, as the plates are faster to produce and last longer on press than the solvent-wash

plates we were using previously. This will be especially valuable when we have a customer on site to approve a new job. It's still relatively early days, but we have already noted that the quality of print from the Flenex plates holds up extremely well over long runs. Our target is to get up to 600,000m² per plate set."

But it wasn't just the attributes of the plate that convinced Delfino to make the company's first investment in water-washable plate technology. "The name Fujifilm has long been synonymous with excellence and its track record of innovation is unrivalled," he continues. "Partnering with Fujifilm gives us the confidence that we're investing in the very best technology and Fujifilm's continuous drive to innovate means that we can be sure we're keeping pace with a rapidly changing market and offering our customers the very best.

"Already the feedback we're receiving from customers, including some of the biggest bottled water companies in the market, is excellent. They have been very happy with the quality of work the Flenex plates have delivered and we're now going to be able to deliver that level of quality to them, and to all our customers, more quickly and more reliably than we ever could in the past."

For more information, visit:
www.flenexwaterwash.com

La Prensa

Location: Milan, Italy

Fujifilm products: Flenex FW

Type of work: A huge variety of labels and plastic packaging





The heart of the new Acuity B1 inkjet press