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Fujifilm announces partnership with Papyrus Viscom to sell and distribute Acuity Prime flatbeds in Benelux

Part of the Papyrus Group, Papyrus Viscom is a Belgium-based specialist large format distributor. It has 25 years of experience selling both hardware and a wide range of print and sign media across the Benelux region to its large and loyal customer base.

David Goris, Business Unit Manager Papyrus Viscom, Benelux says: “Papyrus Viscom is a one-stop supplier of solutions for the large format print and sign market, with a focus on exceptional service. The Acuity Prime is setting a new standard and it is a welcome addition to our existing range of large format printers. The quality/speed/price ratio of the series has no direct overlap in our current portfolio, making it a tremendous asset for us and, more importantly, for our customers.

“We’re impressed with Fujifilm’s professionalism and we’re very excited about this new collaboration. Fujifilm has put years of research and development into the Acuity Prime, and the fact that it is 100% Fujifilm developed and owned gives us great confidence in these machines and in the way after-sales service can be provided.”

Oliver Wellens, Sales Manager, Fujifilm Belgium adds: “Papyrus Viscom has an extensive and loyal customer base. They are highly sensitive to their customers’ needs and requirements and this makes them extremely well-placed to identify the businesses which could most stand to benefit from the Acuity Prime. Their customers can then make that step in an environment familiar to them and with trusted contacts for sales and service.”

The Acuity Prime 20 and Acuity Prime 30, launched in mid-2021 as part of Fujifilm’s ‘new blueprint for wide format’, will be showcased at Fespa 2022 (Hall: 2.2 Stand: C30). The Acuity Ultra R2 (5m and 3.2m models) and two brand new machines, yet to be announced, will also feature.

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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 fujifilm.com/uk/en/business/graphic, or [youtube.com/FujifilmGSEurope](https://www.youtube.com/FujifilmGSEurope) or follow us on @FujifilmPrint.

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