



**JET PRESS 750S : THE NEW STANDARD IN PRINT**

**Passion meets performance**



# **A profitable partnership**

**Fujifilm goes to great lengths to ensure your investment in the Jet Press is a positive and profitable one. After all, your success is our success, so the partnership we enter into is one based on mutual trust. We make a commitment to go the extra mile to ensure that all aspects of your business can extract the maximum value out of the industry's leading B2 digital press, the Jet Press. Over the following pages we outline some of the many positive and successful experiences of printers who have installed the Jet Press and, in all cases, how the press has transformed their businesses.**

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Printed on the Jet Press 750S

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**“The uptime and quality we have been able to achieve from the 720S presses has been outstanding, but with the Jet Press 750S the best has got even better!”**

Francisco Martinez, CEO,  
Straub Druck + Medien AG

## Progressive German printer Straub Druck + Medien AG has built its growth strategy around its three Jet Press presses.

Looking to boost capacity to keep up with consistent year-on-year growth, Straub Druck + Medien was one of the first companies to install a Jet Press 720S back in 2014. In 2016 it added a 2nd machine, and it has now also become one of the first to install Fujifilm’s third generation Jet Press 750S, making it the only company in Europe to run Jet Press presses simultaneously.

Founded over 130 years ago, Straub Druck + Medien AG is based in Schramberg in the Black Forest, Germany, and employs over 150 people. It is a 24/7 operation, producing a variety of high quality printed products including calendars, leaflets, catalogues, books and marketing material for

blue chip brands, either ordered through an online portal or directly. It also offers a wide variety of processing and finishing options for all applications, and has huge experience in digital printing.

Francisco Martinez, the company’s CEO, says: “Our business is expanding and we are now consistently achieving 35% year-on-year growth. As our demands grew, the Jet Press 750S became the obvious choice for us to ensure that our capacity keeps pace with business demand. The uptime and quality we have been able to achieve from the 720S presses has been outstanding, but with the Jet Press 750S the best has got even better!

CASE STUDY

**Straub Druck + Medien**

“The Jet Press 750S is already showing an enormous amount of potential within the short amount of time it has been operating. Initially, we planned to replace one of our 720S machines with a 750S, but we quickly decided we just couldn’t part with any of them just yet and now intend to keep all three for the foreseeable future. The Jet Press 750S is undoubtedly a higher productivity machine, but our 720S models keep on delivering for us as well.

The ultra-high quality achievable on the Jet Press has meant that Straub Druck has also been able to generate new business opportunities across a range of new markets, including the production of bespoke magazines for high-end watchmakers. “The level of detail required for this sort of work makes the Jet Press the ideal platform with which to present these customers and products,” Martinez says.

“Fujifilm Jet Press technology has been transformational for our business since our first press was installed in 2014. In the Jet Press 750S, Fujifilm has produced a machine that takes levels of quality, productivity and up-time to yet another level. In its first full month of operation we have seen output of one million sheets and we expect that this will only continue to grow once the machine is operating around the clock. We

anticipate being able to print up to 2.5 million sheets per month across our three Jet Press presses during the busy period in the lead up to Christmas.

“What’s more, the new drying system featured within the 750S gives us greater control and fine-tuning of the drying temperature. Not only is this easier to use and much more efficient, but it extends the range of substrates that we are able to print.

“Our Jet Press 720S presses have already enabled us to significantly enhance our environmental credentials. With the 750S, we expect to also reduce our energy usage by 23% and to reduce our already low levels of waste still further. All of which allows us to

meet our customers’ expectations as sustainability becomes an increasing concern for them. We are very lucky based where we are, in the beautiful Black Forest, but it also comes with responsibilities. Many of our local customers in particular want to work with a printing company that is environmentally sound. Because of the incredibly low levels of waste, our Jet Press presses are enabling us to meet these ecological demands, and many customers now work with us because of the environmental benefits the Jet Press provides.

“The updated design of the Jet Press 750S also really appealed to us and the smaller machine







**“Everything we send to the Jet Press comes out perfect. With other machines we could never guarantee it would be right when it was printed, but we know that with the Jet Press, whatever we send to the machine will come out right first time. We have never seen a machine turn out such consistent, outstanding quality.”**

Francisco Martinez, CEO, Straub Druck + Medien AG

footprint saves us space – which is an increasingly scarce resource given our recent growth. The sleek exterior and upgraded visual display look great, and the new software interface that can be automated via a tablet or smart phone is an additional bonus to streamline the production process. Our press operators love it.

“Right from the moment our first Jet Press was installed,” continues Martinez “we have been able to

offer considerably better value to our customers on a price-per page basis than ever before, while keeping the quality of the product consistently high. Magazines and calendars make up a substantial proportion of our work, so many of the features the Jet Press offers, such as collated printing, were invaluable.”

Key to the success of all three installations, in fact, has been the ability of the Jet Press to produce

ultra-consistent, high quality print, with each printed product being right, first time, every time. This has dramatically cut down waste and increased productivity and profitability. “Everything we send to the Jet Press comes out perfect,” says Martinez. “With other machines we could never guarantee it would be right when it was printed, but we know that with the Jet Press, whatever we send to the machine will come out right first time. We have never seen a

machine turn out such consistent, outstanding quality. Every sheet you get from the press you can sell, which means no waste, and waste costs a lot of money. When we need to print 20,000 sheets a day, I have complete confidence that it will print 20,000 sheets a day. Other machines might do 24,000 one day, but only 5,000 the next because there is a problem. As we are a 24/7 operation, we need machines that work and that we can rely on. The Jet Press 720S offers litho press quality, it is built well and just doesn't break down.

“By the end of our first year operating the press, we had turned over roughly one million euros on the machine, with a large proportion of that revenue being new business we would not otherwise have been able to accept. We also quickly began to see existing customers migrate from offset processes to take advantage of the inkjet service available, and jobs move from other digital presses when the very highest level of quality was required. With exceptional up-time, we found the Jet Press to be a highly productive machine, more than up to the challenge of meeting this increased demand.

Another reason for the recent growth Straub Druck has seen is due to the introduction of an online portal for ordering printed products. Martinez explains: “We

also introduced a web-to-print service due to the high level of efficiency offered by the Jet Press, which made it easier to profitably accommodate the very short runs often associated with web-to-print. We've seen this service grow rapidly and expect it to continue to do so. The inherent flexibility and performance of the Jet Press means we are able to serve these on-demand markets extremely well. We are constantly creating new products for these markets and the Jet Press presses are printing the majority of these. One of the new markets for us is packaging. We launched a new dedicated online packaging portal a few years ago, and we were amazed at how quickly it took off. Most of these products are printed



**“As we are a 24/7 operation, we need machines that work and that we can rely on. The Jet Press offers litho press quality, it is built well and just doesn't break down.”**

Francisco Martinez, CEO, Straub Druck + Medien AG



on one of our Jet Press presses, and feedback from the customers is excellent. Packaging buyers want consistency and solid, bright colours, and the Jet Press presses are delivering all of this. We believe packaging will grow in tandem with our commercial printing operation over the next few years, and the Fujifilm machines are essential to our success in this sector.

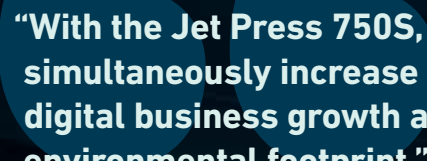
“We invested in our first Fujifilm press because we needed to,” Martinez reflects. “We needed to change the business to help future-proof it. It was an experiment and we hoped it would make a real difference to the business. We invested in the second Jet Press because we wanted to, because we had such a positive experience with the first one. Now the improvements to the 750S model make it the obvious choice to help us to keep pace with our rapid business growth, as well as the increasing environmental expectations our customers expect of us and that we impose on ourselves.”

Martinez is complimentary of the service and support received from Fujifilm over the past few years. “As always,” he concludes, “the sales and installation support we’ve had from Fujifilm has been second to none. Fujifilm has always been readily available when we’ve had any problems

or questions over the years and we’re excited to be developing this relationship still further. Working with Fujifilm is like a true partnership: they are always there when we need them, they don’t try to sell us anything that is not right for our business, and they work hard to solve problems and find solutions.”

Location:	Schramberg Germany
Applications:	B2B and B2C online businesses; high quality calendars, books, cards, packaging
Jet Press 720S:	2
Jet Press 750S:	1
Employees:	156
Turnover:	€13.2m
Installed:	2014, 2016, 2019





**“With the Jet Press 750S, we can simultaneously increase the rate of our digital business growth and reduce our environmental footprint.”**

John Emmerson, director, Emmerson Press



**FUJIFILM**

Jamie Emmerson, (left) and John Emmerson, directors, Emmerson Press

## Warwickshire-based digital and lithographic printer, the first UK company to invest in Fujifilm's Jet Press 720S, has now upgraded to the third generation Jet Press 750S.

Founded in 1981, Emmerson Press has long been at the forefront of the digital print revolution. In 1997 it was among the earliest UK companies to install an Indigo digital press, and then, in 2016, having carefully followed developments in the B2 digital inkjet market, they decided to lead the UK digital market by investing in the Jet Press 720S. This formed part of an ongoing strategy to generate growth through investment in advanced technologies. Emmerson Press Director, John Emmerson said at the time: "We're really excited about the new business opportunities that this investment is going to provide. The improvements in make ready and turnaround times, the increased

capacity, the efficiency savings, and the potential to profitably print bespoke, short run jobs for high-end customers are all very exciting developments. We're also excited about all of the extra services this new technology will enable us to offer to existing and new customers."

Emmerson Press prides itself on the level of quality it delivers, producing promotional material for high-end retail customers who demand a level of quality many platforms struggle to deliver. So, for the company's other director, Jamie Emmerson, the quality on offer from the Jet Press 720S was the clincher: "What we saw when visiting companies who had already installed the press was

CASE STUDY

Emmerson Press

that the quality of print produced by the Jet Press 720S is unrivalled. Our customers have come to expect an extremely high standard and we will never compromise on that. With the Jet Press there is no compromise on quality when also considering all the advantages the Jet Press offers in terms of flexibility and efficiency.”

In a market defined by a steady trend towards shorter run lengths of higher value, the Jet Press swiftly became Emmerson Press’s default press for what had previously been short run litho work, as well as enabling them to take on work it would not have been able to produce at all without a Jet Press.

After reaping the rewards of this investment for three years, the Emmerson brothers decided in the summer of 2019 to upgrade to the fastest full colour, B2 sheet-fed digital press available on the market – the Jet Press 750S. This upgrade allows the company to achieve the same levels of quality at greater speed and with an even smaller environmental footprint than before.

“We’ve been delighted with the performance of the Jet Press 720S since our investment three years ago,” says Jamie Emmerson. “It’s boosted our reputation without doubt and it’s given us the ability to take on some high quality and

high profile short run work that we simply wouldn’t have been able to consider otherwise – including a bespoke, large format book for Bernie Ecclestone based on his private collection of F1 cars. Since the investment, we’ve seen our digital turnover double, through a combination of acquiring new business and moving shorter run work from our litho presses.”

During the replacement process from the 720S to the 750S, Emmerson had to do without a Jet Press for a short time – this was noticeable to their customers, as Jamie Emmerson explains: “During the August switch-over – when our 720S press was removed and the 750S installed – we found ourselves without a Jet Press for a few weeks for the first time in several years and had to migrate jobs onto other digital platforms or to our litho presses. We had a few of our regular customers get in touch to ask if we’d done anything differently as they didn’t think the quality was quite up to the standard they had become used to. That really drove home to us just how valuable the extra quality offered by the Jet Press has been to us.”

Emmerson is delighted with the results of the Jet Press 750S: “With the Jet Press 750S now up and running, we can offer that same level of quality, but with more speed and using less power.

It’s a win-win from our point of view – we can simultaneously increase the rate of our digital business growth and reduce our environmental footprint.”

**“The Jet Press has boosted our reputation without doubt and it’s given us the ability to take on some high quality and high profile short run work that we simply wouldn’t have been able to consider otherwise.”**

John Emmerson, director, Emmerson Press

Location:	Kenilworth, UK
Applications:	General high quality, short run commercial print
Jet Press 750S:	1
Employees:	27
Turnover:	£3.5m / €4m
Installed:	2016 (Jet Press 720S), 2019 (Jet Press 750S)



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**“The Jet Press is the first digital machine that we, and our customers, have been comfortable to use for high end photo album production.”**

Tiago Yu, CEO, FloriColor





## Jet Press 750S installation brings Portuguese photo album printer immediate speed, quality and environmental benefits, as well as providing the opportunity to move into new markets.

FloriColor is one of the leading producers of professional photography albums in the world. From its premises in Portugal it serves customers in 27 countries around the globe, producing wedding, new born, communion and boudoir albums for some of the world's leading portrait photographers.

When Fujifilm announced the company as one of the first to confirm its investment in the newly launched Jet Press 750S in late 2018, FloriColor cited a combination of environmental benefits, extra speed and the ability to diversify its offering as its reasons for investing.

With installation completed in February 2019, FloriColor is now in a position to confirm whether the reality has lived up to the promise. "We knew the Jet Press 750S was going to help us turn jobs around much faster, and we have not been disappointed," says CEO Tiago Yu. "Perhaps the best way of illustrating the true extent of this is with a real example from very shortly after the Jet Press was installed. We were preparing to exhibit at the WPPI (Wedding & Portrait Photography International) Expo in Las Vegas, as we do every year, and I asked my team (who were still in training on the Jet Press at the time) to print five sample albums for me to take to the US with me. My instruction was misheard, and the team printed 50

albums instead. Using our silver halide printers, this would have taken around ten hours. On the Jet Press it took 30 minutes. I can't think of a better way of illustrating the additional speed we have at our disposal than that!"

For a company like FloriColor though, even a speed increase this significant would be of no value without the quality to match. "Our customers are all highly regarded professional photographers," says Yu. "Their standards are extremely high – we even work with one who charges up to €80,000 to shoot a single wedding. These people are typically sceptical of the ability of any digital press to get close to silver halide levels of quality – until we show them something printed on the Jet Press that is! We have been exploring and investing in digital technology for 20 years, but the Jet Press is the first digital machine that we, and our customers, have been comfortable to use for high end photo album production."

FloriColor is also a company that takes its environmental responsibilities extremely seriously. "We have a duty to future generations to do everything we can to reduce our environmental impact," says Yu. "We took steps last year to eliminate almost all the plastic from our packaging, and our Jet Press investment is a major step in reducing the

environmental impact of our production processes. The Jet Press uses virtually no chemistry whatsoever, and I don't think there's a more eco-friendly alternative available anywhere on the market that offers that level of quality."

Though FloriColor's Jet Press investment has, to date, primarily served its existing professional photographer clients, Yu still very much has his sights set on the opportunities the Jet Press provides to diversify and grow into new markets: "We're immensely proud of the reputation we've built up over many years as one of the leading professional photo album printers in the world," he says. "The Jet Press is only enhancing this reputation, but it also provides the opportunity to grow into other markets. We see an especially strong opportunity, given current industry trends, in the short run luxury catalogue market. With the Jet Press we believe we could, in time, become a major player in this sector.

"Overall, we've been delighted with the investment decision," Yu concludes. "Though it was a big step for us, the fact that we were making the investment with Fujifilm gave us a huge amount of confidence. For 40 years they've been providing us with photographic papers and associated chemistry, and with


service and support of the highest standard. There's no company we'd rather be partnering with on this next stage of our journey."

Company:	FloriColor
Location:	Porto, Portugal
Applications:	High end photo album printing for professional photographers
Jet Press 750S:	1
Installed:	2019

**"The Jet Press is only enhancing our reputation. But it also provides the opportunity to grow into other markets."**

Tiago Yu, CEO, FloriColor





“We were interested in the depth of the colour gamut that could be printed by the Jet Press 720S, and were amazed by what could be achieved with a 4 colour ink set, which far exceeds what can be achieved with CMYK offset.”

Henning Rose (left) and Ingo Wegner (right)  
chief executive officers, Wegner GmbH

**Wegner GmbH, based just outside Bremen in Northern Germany, invested in the Jet Press 720S in August 2015 to expand the company's digital print capabilities.**

Formed in 1985 as a repro company, Wegner GmbH initially offered plate production, proofing and desktop publishing to a variety of clients. This service proved successful, with the company expanding and moving to its current location, just south of Bremen, in 2001. In 2004, Wegner saw the opportunity to add digital printing capabilities to its service offering. Henning Rose, chief

executive officer of the company explains: “It became obvious in 2004 that our customers were interested in digital print, so we made an initial investment in a digital machine, which was eventually replaced by an HP Indigo 5500 in 2007. At this time, we also expanded our finishing capabilities, with the addition of perfect binding and saddle stitching lines, along with foiling, UV coating and embossing, so we could produce most of the things customers requested in house. This digital print facility again proved a success.”

When Wegner heard about the emergence of B2 digital presses, the natural next step was to investigate them and, after a rigorous testing process, the company decided to invest in Fujifilm’s Jet Press 720S. Wegner chose the press because of its B2 format size and outstanding quality, matching the requirements of its varied agency and publishing customers based in the wider region surrounding Bremen.

Henning Rose continues: “In the beginning, we were primarily interested in the B2 format size as we knew it would complement our existing digital press. However, as we conducted the tests on the Jet Press, we were absolutely blown away by the quality of print produced by this machine. We could see that it would not only expand the range of print

applications we could offer our customers, but also significantly improve the quality. In addition, we were interested in the depth of the colour gamut that could be printed by the machine, and were amazed by what could be achieved with a four-colour ink set, which far exceeds what could be achieved with CMYK offset.”

Rose continues: “The run length of most of the work we do is less than 2,000, with around 75% of the jobs less than 1,000, complemented by a few much longer runs, so the Jet Press 720S is a perfect fit for us. And, because we often print collated, the finishing time of many of the jobs we print on the press can often be reduced by several hours. But it is the colour gamut that the press can produce that has proved to be the most interesting aspect. We have a lot of experience in profiling and colour management and do a lot of work with the BVDM in Germany, so we have applied this experience to the Jet Press 720S with amazing results.”

“There are a number of advantages to the wider colour gamut. First, we can hit a much larger range of pantone colours, which is essential on some jobs. We have also found that, as well as some colours being noticeably brighter, there is more contrast and detail in the images. In addition, we have also been able to produce results on uncoated

paper that are similar to what you could achieve on coated paper. This does, however, mean we have to educate the designers too, as unless the colour gamut is there in the original image, you don’t see the benefit.”

“Finally, although our experience with Fujifilm in the past was only on the offset side as a plate supplier, I have to say that their support in getting us up to speed with the Jet Press 720S has been first class. We are looking forward to promoting the press further, and to pushing it to its limits to see what it can do. We are convinced it will help us expand our business in the near and longer term future.”

Location:	Bremen, Germany
Applications:	General high quality, short run commercial print, book and calendar production
Jet Press 720S:	1
Employees:	16
Installed:	2015

CASE STUDY

Wegner GmbH



**“We’re growing rapidly, and a large part of the reason for our recent growth has been the investment we made in late 2015 in two Fujifilm Jet Press 720S presses.”**

Mario Perl, vice president of production & supply chain management, posterXXL

## German web-to-print giant, posterXXL, sees rapid expansion following a major investment in two Jet Press 720S presses.

Founded more than a decade ago to fill a gap in the market for personalised, on-demand posters, posterXXL, which was acquired by UK-based PhotoBox Group in 2015, has grown rapidly to offer a wide range of on-demand print products to consumers across Europe.

The company has an impressive arsenal of digital presses, supported by large in-house pre-press and finishing departments, and having recently moved to new, larger premises in Heimstetten, east of Munich, it remains set on further expansion. "We're growing rapidly," says Vice President of Production and Supply Chain Management, Mario Perl. "And a large part of the reason for our recent growth has been the

investment we made in late 2015 in two Fujifilm Jet Press 720S presses."

"Our customers are continually demanding ever-faster delivery, so we sought out a press that could deliver on our need for increased speed, with no compromise on quality. After a long and careful search, we found just such a machine in the Jet Press 720S. We ordered one initially, but we were so impressed with its performance, that after just a few weeks, we ordered a second to operate alongside it. One year on, we couldn't be happier with their performance. The up-time, at around 90%, is exceptional, and has allowed us to significantly reduce our delivery



times, something many of our customers have noticed and commented on.”

Perl has also been impressed with the versatility of the machine: “A large proportion of our work is photographic printing on canvas and the Jet Press is perfect for this, delivering high quality print at a speed that simply would not have been possible for us prior to our Jet Press investment. But it doesn’t stop there – we use it to produce a wide range of products, including our famous retro photos, premium photo books and personalised calendars. We have found it to be such a versatile machine that we can send almost any job to it.”

Perl has equally high praise for the service and support of the Fujifilm team since the installation: “Both the performance of the Jet Press presses and the support of the Fujifilm team have been excellent and our relationship with Fujifilm over the past year has very much felt like a cooperative partnership. They have been quick to respond on the rare occasions we have had problems, and they have continually helped us to get the very best out of the machines. I would have no hesitation in recommending Fujifilm to anyone, we have found them to be a hugely valuable partner to our business.”

Location: Munich, Germany

Applications: Fast turnaround, on demand photographic canvas prints, premium photo books & calendars

Jet Press 720S: 2

Installed: 2015

**“Our customers are continually demanding ever-faster delivery, so we sought out a press that could deliver on our need for increased speed, with no compromise on quality. After a long and careful search, we found just such a machine in the Jet Press 720S. We ordered one initially, but we were so impressed with its performance that, after just a few weeks, we ordered a second to operate alongside it.”**

Mario Perl, vice president of production and supply chain management, posterXXL









**“The Jet Press 720S has given us the opportunity to move into new markets. It’s a machine truly designed to deliver short runs profitably, and allows us to offer a range of print products that will lead the market, rather than just following.”**

Sandra Haket, co-owner,  
Impressed Druk en Print

*Bas Gravesteijn and Sandra Haket, co-owners, Impressed Druk en Print*

## Forward-thinking Dutch company invested in the Jet Press 720S to offer a range of products to move it into new markets and diversify its business.

Established 22 years ago, Impressed Druk en Print, based between The Hague and Rotterdam in The Netherlands, is a high quality, B2 commercial printer employing 21 staff and has a turnover of 3.7 million Euros. Until recently, it based all its print production around two B2 Heidelberg offset presses. However, the trend of ever-decreasing run lengths led it to start investigating the possibility of investing in a B2 digital press.

In September 2015, Impressed invested in the Jet Press 720S B2 inkjet digital press to improve the profitability and turnaround times for its short run print and enable the company to offer a much broader range of short run,

creative and personalised printed products without any compromise on quality.

Bas Gravesteijn, director of the company, explains: "With 30% of our run lengths now less than 700, 40% between 700 and 1,500, and 30% over 1,500, it was clear we could improve the efficiency and profitability of our shorter run work by investing in Fujifilm's Jet Press 720S. Since the installation we have seen the press play a leading role in helping us to improve our short run print capability, as well as generating a range of new business opportunities. The full colour gamut and high quality produced by the Jet Press 720S is really impressing our customers, many of

CASE STUDY

Impressed Druk en Print



whom are design and advertising agencies for whom the highest quality is critical. The ability of the press to print on a wide variety of both coated and uncoated paper is also a major advantage and gives us huge flexibility in terms of what we can offer our customers. All these features are helping us to differentiate our service offering in a highly competitive market.”



“The Jet Press 720S has also given us the opportunity to move into new markets”, adds Sandra Haket, co-owner of Impressed. “It’s a machine truly designed to deliver short runs profitably, and allows us to offer a range of print products that will lead the market, rather than just following. Fujifilm’s commitment to its customers and its desire to ensure we realise maximum return from our investment has also given us additional confidence in what we believe will be a long and mutually beneficial relationship.”

Gravesteijn says the company is now producing a huge range of

products, from desktop calendars to brochures, at run lengths and a level of quality that would not have been possible previously: “We’re also seeing a growing demand for personalised direct marketing materials, and the Jet Press 720S provides us with the added flexibility we need to meet this demand.”


Impressed’s customers have also been ‘impressed’: “They love the sharpness and clarity of the colours the Jet Press 720S produces”, Gravesteijn continues. “In fact they’re demanding that more and more of their orders are printed on the Jet Press 720S rather than our existing offset presses. And not just short run jobs either - our customers like the quality produced by the Jet Press 720S so much that we’re seeing lots of opportunities to profitably use it for longer runs as well.”

Aside from the print quality, Gravesteijn has also been very impressed with the Fujifilm team who installed the press and continue to service and support it: “We’ve built a very strong relationship with Fujifilm in a very short space of time. They listen to us and quickly respond to any questions we have - they seem to relish the challenge of providing fast and effective solutions to any problems that we raise with them. We’ve been very happy indeed with the whole team.”

Sandra Haket concludes: “We understand our customers and know that they will be delighted with the quality of print we can now produce cost-effectively at much shorter run lengths, even down to run lengths of one. But we’re also excited about using the press to expand the applications we print. Ultimately, we are convinced that inkjet technology is the future for high quality, short run print. ”

Location:	The Netherlands
Applications:	General high quality, short run commercial print
Jet Press 720S:	1
Employees:	21
Turnover:	€3.7m
Installed:	2015





**“We expect to be able to win more work because of the digital print quality we can now achieve.”**

Chris Knip, owner & director,  
HuigHaverlag Printing

## Dutch printer HuigHaverlag Printing chose the Jet Press 720S as the next natural step in its evolution as a supplier of advanced print services to commercial and retail customers.

HuigHaverlag Printing is a highly advanced print service provider, based in Wormerveer just north of Amsterdam in The Netherlands, that specialises in satisfying the demands of retail clients through a dedication to excellent print quality and a superb service offering. The company has a long history in printing, being originally formed in 1902, with the current owner and director Chris Knip having purchased the business in 1995. At this point, the company had a staff of 36 and a turnover of 5.2m Guilders (around 2.4m Euros).

With a background in newspaper printing, having spent 25 years as the technical director of three major newspapers in The Netherlands, Chris Knip was well

used to the importance of hitting deadlines. So this philosophy was applied to the evolving retail sector with astounding results. In 2002, the company took over another print business called “Haverlag” whose main focus was high quality commercial printing for advertising agencies. Today, HuigHaverlag employees 100 people, has a turnover that has grown to around 16m Euros, and makes use of both offset and digital print technologies to meet the needs of its commercial and retail customers.

Chris Knip takes up the story: “In 2000, we started exploring the production of print personalised for each retail shop, and as a result, developed our own



personalisation software. We have also used a variety of digital presses to implement our strategy over this time, including Indigo, Xeikon and Nexpress machines, but a B2 format digital press was the missing link, so we were particularly interested in Fujifilm's Jet Press 720 when we heard about it. We went to see the press in action back in November 2013 at the Advanced Print Technology Centre in Brussels and were amazed with the speed and print quality it could deliver, which was notably better than the toner presses we were used to. We signed a deal at Ipex 2014 and installed the new second generation version of the press, the Jet Press 720S, in August."

With B2 finishing equipment already being used to finish their offset print, a B2 digital press was the natural next step. Knip continues: "We made the decision to invest in the Jet Press 720S because of its ability to produce ultra high quality print, and the reliability and simplicity of operation. Digital print technologies have traditionally been very time-consuming to maintain, but because of the simplicity of the design of the Jet Press 720S and the fact that it's built on an offset chassis, we expect the up-time to be significantly higher. In a way, there are many things about the Jet Press 720S which are more like an

offset press than a digital press. We also expect to be able to win more work because of the digital print quality we can now achieve."

Another criteria that was important to HuigHaverlag was the ability to match the ISO 12647-2 offset standard, so that whether print is produced on their offset presses or the Jet Press 720S, the appearance would match. Part of the solution to this problem was the investment in Fujifilm's XMF ColorPath colour management software to help maintain colour integrity across print processes.

One of the applications to be run on the Jet Press 720S is retail pricing cards, with every sheet being different and run lengths of 5,000 to 15,000 sheets being typical. Digitally printing these on a B2 sheet maximises the efficiencies of this process and means pricing tickets can be turned around more quickly and printed in the order they will be used in store, a perfect solution for their retail customers. The press will also be used for a mixture of general high quality commercial print work.

Knip concludes: "We are delighted with our investment so far, as it was the natural next step in our evolution. It gives us the ability to extend our service offering, maximise production efficiencies and economies, and hopefully win new business. It is early days, but

we have high expectations for the press and have been delighted with Fujifilm's support so far."

**"It gives us the ability to extend our service offering, maximise production efficiencies and economies, and hopefully win new business."**

Chris Knip, owner & director,  
HuigHaverlag Printing

Location:	Amsterdam, The Netherlands
Applications:	General high quality commercial print, retail pricing cards
Jet Press 720S:	1
Employees:	100
Turnover:	€16m
Installed:	2014







*Thierry Massagé, COO, P4P*

## Belgian start-up, Packaging4Professionals, aims to revolutionise the European packaging sector with a business model built entirely around the Jet Press 720S.

Founded in the summer of 2015 by a small team with decades of experience in lean manufacturing systems and the packaging industry, Packaging4Professionals (P4P), based in Fleurus just outside Brussels, was established to fill a gap in the European packaging market for high quality, low volume packaging, produced on demand.

Having discovered Fujifilm and its industry-leading products while working in the automotive sector, company co-founder & CEO, Mohamed Toual, believed the company's leading inkjet technologies would be the ideal solution for his new venture in the packaging sector. So much so, that the Jet Press 720S was the first investment he made

when he founded P4P, with the business built entirely around the capability of the press to produce high quality, short run packaging based on 'Kanban' ordering and manufacturing principles.

"Traditional printing in the packaging sector has always been problematic in two important areas" says Toual. "Prototypes were always inferior to the finished product – offering at best only an indication of what the customer could expect – and there was also, inevitably, a time lag for the production run due to the amount of manual labour involved in the production process. The Jet Press 720S – which I believe is now the benchmark platform in this sector – has changed all this. Its quality,

flexibility and efficiency mean that these challenges have been overcome.”

“In our business” continues Toulal, “there are some requirements from marketing departments, for example, who need a quantity of fifty packaging prototypes, and there are other requirements for one million. Both are possible with the Jet Press 720S as, even with the big quantity, you can split the quantity per month, per week or per day. The main point is the quality. With the right quality, it is not a problem to split long runs into smaller runs according to the demands of the customer.”

Already a popular press throughout Europe for commercial print applications, the Jet Press 720S can be configured to take folding carton board by using a modified vacuum jacket and higher vacuum pressure around the drum. This allows the press to accommodate a more diverse range of heavier carton boards commonly used in packaging applications.

“Traditionally, clients in the packaging industry have doubted the ability of a digital press to match the quality of litho or flexo printing. However, our customers have been hugely impressed with the quality of what we have produced for them using the Jet Press 720S, which is the most important thing.”

The investment has allowed P4P to profitably and efficiently provide the company’s clients with packaging of the highest quality within extremely tight deadlines (less than 20 days for over 70 per cent of jobs exported to France, Germany, The Netherlands, Switzerland and the UK) as well as producing samples and prototypes that exactly match the finished product as they are printed on the same press on the same media. Having already achieved impressive growth since the company was founded, P4P has built up an array of satisfied customers right across Europe – including well-known, international brands in the cosmetics and beauty, hair colouring, luxury packaging, pharmaceutical, food, tobacco and automotive sectors – and is confident the Jet Press 720S will continue to help carve out a profitable new market in the packaging sector and ensure the business continues to grow.



**“The Jet Press 720S is now the benchmark platform in the packaging sector”**

Mohamed Toulal, CEO, Packaging4Professionals

Location:	Fleurus, Belgium
Applications:	Folding carton packaging
Jet Press 720S:	1
Employees:	17
Installed:	2015







**“Fujifilm has delivered a B2 inkjet press that is not only a genuine quality match for litho, it also works like a litho press, fitting into our existing workflow systems.”**

Richard Dalby, managing director, Greenshires

## UK printer Greenshires Group invests in Fujifilm's flagship B2 inkjet press following its success at drupa 2016.

As one of the UK's leading producers of sophisticated marketing and POS materials, Leicester-based commercial and wide format printer, Greenshires Group, has developed an enviable reputation for quality over the years. Its customers demand and expect products of an impeccably high standard, and with its core business shifting rapidly towards shorter runs and faster turnaround times, Greenshires recognised the need for a B2 digital press that could meet this new demand without compromising the quality its customers expect. Many options were considered – but in the end the choice was a simple one.

“We were blown away by the quality of the Jet Press 720S,” says Greenshires Managing Director, Richard Dalby. “We knew it was good – but it wasn't until we saw it in action at drupa 2016 that we fully appreciated just how good it is. The Fujifilm inkjet technology that drives it seems to be

becoming something of an industry benchmark.”

Immediately after his return from drupa, Dalby arranged a visit to the Fujifilm Advanced Print Technology Centre in Brussels where he loaded the Jet Press 720S with eighteen of the most challenging jobs he could come up with. “The quality of the results genuinely astonished me,” says Dalby. “I am what you might call a litho purist, and even with the great strides in digital print technology of the last few years, I still tend to be generally sceptical of the extent to which it can truly match litho for quality. In the Jet Press though, Fujifilm has delivered a B2 inkjet press that is not only a genuine quality match, it also works like a litho press fitting into our existing workflow systems with minimal disruption.”

Having explored all other options – including the upgrading of its existing digital press and holding talks with other suppliers

and manufacturers – Dalby is convinced that Greenshires has made the right decision in investing in the Jet Press 720S. He concludes: “The Fujifilm team has been fantastic to work with through the sales process and they have handled the installation seamlessly. We're now in a position to be able to take on a range of high quality, short run work that we couldn't before – putting our business in the strongest possible position going forward.”

Location: Leicester and Kettering, UK

Applications: High-end catalogues, brochures and magazines

Jet Press 720S: 1

Installed: 2016



“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.”

Adam Carnell, joint managing director, Bluetree Group

**The Jet Press 720S transforms the production of business cards at Bluetree Group, a leading UK web-to-print company.**

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.



“Though many view web-to-print as being at the bottom end of the market in terms of quality, our experience has been the opposite,” Says Bluetree Group Joint Managing Director, Adam Carnell. “Our online customers expect quality, they expect a very high level of customer service and they expect fast delivery. 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.”

**“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

Location: Rotherham, UK

Applications: Business cards

Jet Press 720S: 1

Installed: 2017

CASE STUDY

Bluetree Group



**"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

## High-end book printer makes first digital investment in the Jet Press 720S, the fifth to be installed in the UK.

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 that 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."

Location:	London, UK
Applications:	High quality books, brochures and fine art prints
Jet Press 720S:	1
Installed:	2018



**“The excellent up-time means the Jet Press should produce more work than many faster digital presses.”**

Jamie Stanborough, operations director, CPI Books

## Major book printer CPI Group invests in the Jet Press 720S, citing quality, up-time and perfect sheet-to-sheet registration as the reasons behind the decision.

With seventeen factories across Europe, seven of them in the UK, CPI has its UK book cover printing in a single site in Croydon, south London and invested in a Jet Press 720S to ensure that its short-run book jackets, covers and illustrated sections are produced with maximum quality and reliability. CPI's Jet Press 720S was installed in July 2018.

"The Jet Press 720S had been on our radar for a few years," says Jamie Stanborough, Operations Director, CPI Books. "And when we made the decision to focus exclusively on book printing at this location, it became the clear and obvious choice to handle the increasing number of short run jobs we're being tasked with. We made the decision to move our existing digital presses to CPI Colour, our commercial printing site close by – which will now handle all of our general commercial print work – leaving our facility to focus exclusively on book printing.

"Our location in Croydon is the colour centre for all our UK binding sites. We have six litho presses and a full and extensive range of pre-press and finishing equipment, which deliver some three million book jackets and covers to our UK binding sites every week. These include covers for some of the biggest names and brands in publishing such as the Harry Potter series, David Walliams, Sarah J. Mass and Game of Thrones.

"The majority of this work is litho printed, but publishers are increasingly reluctant to hold on to inventory and are looking to print shorter runs more often. That's where the Jet Press really comes into its own. Colour matching to litho is straightforward and the colour consistency is exceptional. With the Jet Press we can be 100% confident that a re-print months or even years later will be a precise match to the original. "Perfect page-to-page registration gives us

the ability to add specialist finishes with confidence, while the excellent uptime means that the Jet Press should produce more work than many faster digital presses. It's extremely well-built and operates much like a litho press, which is exactly what we need."

Location: Croydon, UK

Applications: Book jackets

Jet Press 720S: 1

Installed: 2018



*Pictured left to right: Co-directors Paul Tomlin and Jon Doidge*

**UK printer Kingfisher Press recently became the latest printer to invest in the Jet Press 720S, with the company making the investment to expand its business and develop new revenue streams.**

On a visit to drupa 2016, Suffolk-based commercial printer, Kingfisher Press, saw the Jet Press 720S in action and recognised its potential to revolutionise their business. "We've been looking closely at the advances in digital printing technology for some time," says one of the company's co-directors Jon Doidge. "But until now we hadn't seen a platform that we felt offered quality at a level that justified the cost of

investment. That's all changed with the Jet Press 720S, which we think is about to blow away its closest competitors."

"We went to drupa with no fixed plan to buy any specific kit," explains Doidge's business partner, and company founder, Paul Tomlin. "While there, in looking at all of our options, we decided that we had three choices as to how to proceed: we could buy nothing and continue as we were, running the risk that our competitors would start to leave us behind; we could invest in a new litho press, which would offer us a slight improvement in speed and quality; or we could invest in the Jet Press 720S and open up a whole new revenue stream. When we looked at it like that, it wasn't a difficult decision."

"We have multiple small accounts who currently don't even ask us to quote on much of their short run work," Doidge adds. "Until now we just haven't had the capability to compete for short run, high quality work – and given current trends this sort of work is going to become an increasingly large part of the overall marketplace. Run lengths will keep coming down as people don't want their money tied up in stock and they like the flexibility of being able to make modifications and amends between runs. Then there's the benefit of personalisation –

another major string to our bow that the Jet Press will provide. It's not just an extra piece of kit, it's a gateway to a whole new revenue stream for us, both with existing customers and new ones. We'll send a lot of our short-run litho work to the press – freeing up space to do more, longer runs on those presses – and at the same time we'll be able to pitch for new customers we couldn't have approached in the past. We've mentioned the investment to many of our existing customers already and they're as excited as we are!"

Kingfisher also had high praise for the Fujifilm team for their help during the installation. "Fujifilm has been fantastic throughout the whole process," says Tomlin. "We've been customers of theirs for 15 years now with XMF workflow and CTP systems and their service has always been excellent. We're delighted that we're now inkjet partners as well."

Location:	Suffolk, UK
Applications:	General high quality, short run commercial print, book and calendar production
Jet Press 720S:	1
Installed:	2016

**"It's not just an extra piece of kit, it's a gateway to a whole new revenue stream for us, both with existing customers and new ones."**

Jon Doidge, co-director,  
Kingfisher Press

CASE STUDY

Kingfisher Press

**“The increase in profitability is close to 30%, and there is no doubt this is thanks to the Jet Press 720S”**

Stéphane Mariot,  
co-manager,  
Calendriers Alexandre

*Stéphane Mariot (left) with Christophe Bourné (right) co-managers, Calendriers Alexandre*



# Calendriers Alexandre

CASE STUDY

## French printer and publisher of calendars and wall planners invested in the Jet Press 720 to open up new business opportunities.

Calendriers Alexandre was founded 27 years ago by Christophe Bourné and Stéphane Mariot, and today produces the largest range of wall planners and multi-page calendars for both the local French market and globally. Based in Le Mans in France, the company employs 11 people, has a turnover of €3.6m and handles a huge number and variety of jobs, printing smaller calendars digitally and, until the investment in the Jet Press, larger ones offset.

The investment in the Jet Press 720, which was installed in February 2013, was one built around a long-term vision for the company. Co-manager Stéphane Mariot explains: "If we had chosen to invest in an offset press, we

would have made more money in the short term. But it was obvious to us that the Jet Press 720 was much more versatile and able to print many more applications. This supported a strategy to diversify and allowed us to move into new markets, which we knew would make a massive difference in the longer term."

"The Jet Press 720 allows us to sell the print that comes off the machine from the very first sheet, and its B2 format size is a perfect fit for our business, which in our market is essential. We were also confident that job turnaround would improve, and therefore the level of service we could offer compared to offset, and it gave us complex jobs digitally, including our sample packs."



Since the Jet Press 720 was installed, Calendriers Alexandre has made huge progress. During peak production, there are times when no one is on the factory floor, with Stéphane Mariot confirming how the press runs unattended, making working arrangements very flexible for his staff: "With the original Jet Press 720 upgraded to the current Jet Press 720S model in 2014, a single operator is able to disappear for dinner and leave the Jet Press 720S unattended, returning to run the press, together with a smaller toner-based digital press, on his own for the remainder of the shift."

Calendars from Calendriers Alexandre are sold and distributed through a network of sales agents operating across France. Each agent offers calendar products to local small and medium-sized businesses from a catalogue Calendriers provides. Most agents are not exclusive to Calendriers Alexandre and carry catalogues from other calendar manufacturers. But not all catalogues are equal, the main difference between Mariot's catalogue and that of his rivals is the number of products and variations of sizes and designs available. The Calendriers Alexandre catalogue offers around four times more choice than their nearest competitor. "I can now offer many different sizes and designs with the Jet Press. I could

not afford to do this before as I had to litho print set quantities for stock, ready to overprint with customer details when ordered" says Mariot. "I had to guess which designs would be popular and hope that I would not end up with unsold litho stock on my hands. Now, if orders are received for thousands, hundreds or only one or two designs, the unit cost is roughly the same; each calendar is printed on demand on the Jet Press to the same high quality. Some products on offer may never be ordered or printed and all that is lost is a little space on a page in a catalogue."

The calendar market in France is not growing - it has been static for several years - but by using the versatility of the Jet Press 720S to extend the range of products on offer, and by minimising the amount of litho printed stock held and ultimately potentially wasted, Calendriers Alexandre has seen a steady 2-3% growth in sales since the installation of the press in 2013. "Regarding profitability", adds Mariot, "the increase is close to 30%, and there is no doubt that this is thanks to the Jet Press 720S."



Location:	Le Mans, France
Applications:	Calendars, wall planners
Jet Press 720S:	1
Employees:	10-15
Turnover:	€3.6m
Installed:	2013



“I can now offer many different sizes and designs with the Jet Press. I could not afford to do this before as I had to litho print set quantities for stock, ready to overprint with customer details when ordered. I had to guess which designs would be popular and hope that I would not end up with unsold litho stock on my hands.”

Stéphane Mariot, co-manager,  
Calendriers Alexandre



*Ander Soriano, managing director, Estudios Durero (left) and Josu López Txarterina, managing director, La Trama Digital Print*

## Delivering unrivalled standards in print quality and consistency, the Jet Press 720S was perfectly suited to the needs of La Trama Digital Print in Zamudio, Spain.

**“The Jet Press 720S guarantees the quality and allows us to produce customised pieces at competitive prices.”**

Josu López Txarterina,  
managing director, La Trama  
Digital Print

Established just six months ago by the founder of Estudios Durero, a print service provider specialising in point of purchase, sign and display and 3D print, La Trama Digital Print offers an end-to-end service that starts with the initial design and ends with the final printed substrate. Having outsourced all offset commercial print jobs in the past, the creation of La Trama Digital Print was a significant development for the company, made in recognition of the need to bring this growing side of the business in-house.

The Jet Press 720S was chosen by La Trama Digital Print as they wanted to print short to medium run length commercial print jobs that could be fully customised. The

press now sits firmly at the heart of its operations due to its ability to produce the highest quality print and improve the cost-effectiveness of this type of work.

“The technology fits perfectly with what we are aiming to achieve here at La Trama,” says Josu López Txarterina, managing director, La Trama Digital Print. “The Jet Press 720S guarantees the quality and allows us to produce customised pieces at competitive prices. In the short time we’ve had it, the Jet Press 720S has printed magazines, catalogues, brochures, posters, art books and variable data elements.

“We’ve also been able to produce a variety of test runs and samples

that we have used to attract new potential customers, and demonstrate the high quality output that can be achieved using the Jet Press technology.”

Since its installation, the Jet Press 720S has allowed La Trama Digital Print to create consistently high quality reproductions across a wide range of paper stocks. Ander Soriano, managing director at Estudios Durero continues, “One common problem in the digital printing environment concerns the ability to produce high quality print on a variety of different grades of paper. This hurdle has been removed by the Jet Press 720S, thanks to the Rapid Coagulation Primer that is applied to the paper before printing commences.

“The primer allows us to use natural, untreated paper and delivers outstanding contrast and saturation results. This enhanced contrast and larger colour space, together with the fact that there is no printing blanket and drying is immediate, have been real surprises since we started using the press. Another great advantage of the wide colour gamut is its ability to reproduce many pantone colours, which has allowed us to print true-to-life flat colours.”

López Txarterina believes the recent installation of the Jet Press 720S gives them the competitive edge they need to really succeed in

the market and comments: “With an output of 2,700 sheets per hour, in a constant 50x70 format, we’re delighted with what we’ve been able to achieve so far. The technology is incredibly robust - it’s like an offset press with digital heads - and allows us to switch between different jobs very easily, eliminating inefficient down-time. The quality is unlike anything we’ve seen before and allows us to get samples produced and sent to the customer in no time at all.

“Achieving uniform and consistent print quality all the time can be difficult, with the appearance of ink bursts, water and colour stability often a problem. With the Jet Press 720S, this problem does not exist and all prints that we have produced have an impressive uniformity that perfectly simulates the impression of flat ink.”

Location:	Zamudio, Spain
Applications:	General high quality, short run commercial print
Jet Press 720S:	1
Installed:	2016



“The Rapid Coagulation Primer allows for the use of natural, uncoated paper and delivers outstanding contrast and saturation results.”

Ander Soriano, managing director,  
Estudios Durero





**“We could clearly see that there was a significant difference in quality between the Jet Press 720S and other technologies.”**

Irene Ochoa, company co-owner, Ochoa

*Left to right: Ochoa co-owners Ana and Irene Ochoa*



## A 102-year-old Spanish print business was won over by the ultra-high quality and environmental benefits of the Jet Press 720S.

Ochoa S.A., based in northern Spain, has come a long way since 1915, when the Ochoa family first established a small print shop and general bookstore in the city of Logroño. More than a century later, that small shop has been transformed into a major business, producing a huge range of products – from catalogues, flyers and stickers, to books, stationery and magazines as well as a range of packaging and signage solutions. Though it now operates out of much larger premises of more than 5,000 square metres, it still retains its local identity and a sense of its history. Throughout all its years of growth and transformation, the Ochoa family has remained integral to the business, with the company being

owned and managed by the family up to the present day.

Over the years, Gráficas Ochoa has built and consolidated a portfolio of high-profile clients throughout Spain, confirming itself as a leader in the nation's print industry. Its innovative philosophy and commitment to the environment continue to drive its search for new solutions and practices that will have a positive impact on the family business.

When looking to invest and broaden its product offering, Gráficas Ochoa's strategy has always been to improve the quality it can offer its customers. "Our company has been able to adapt its production processes



to the continuous technological changes in the printing industry,” says company co-owner Irene Ochoa. “We have always kept abreast of the latest technological developments and looked for the best opportunities to invest in systems that will help us meet our objectives. The Jet Press 720S represents just such an investment. When we saw trials of the machine in action, we were immediately interested and wanted to have a closer look at it. Fujifilm is a brand that we trust and the more we looked at the technology, the more we became sure that this was the right machine for us.

“After a few tests, we could clearly see that there was a significant difference in quality between the Jet Press 720S and other technologies on the market and, importantly, we saw that it matched our objectives and business philosophy in terms of our environmental practices. The reduced waste from inkjet compared with toner-based rival machines was a significant factor in our decision-making process.”

But the decision to invest in this technology was about much more than just the excellent performance of the machine. Gráficas Ochoa’s other co-owner, Ana Ochoa, explains: “It is also based on our experience of working with Fujifilm since 1999 and our excellent business

relationship with [local Fujifilm partner] Cyan. These two brands are for us synonymous with total confidence – they provide us with tested products and equipment we know we can rely on. We have been working with Cyan and using Fujifilm products for many years now and we feel that both companies are fully committed to our continued business success.”

With this new acquisition, Gráficas Ochoa intends to expand its market share and reinforce its reputation for producing customised, short-run print of the highest quality. The company has always been committed to innovation and respect for the environment and, by utilising Fujifilm Dimatix print heads and water-based VIVIDIA inks, the Jet Press 720S generates less waste and is much more environmentally friendly than rival toner-based technologies. The investment has also allowed Ochoa to bring more work in-house and manage the quality and delivery of its products directly.

Location:	Logroño, Spain
Applications:	General high quality, short run commercial print and packaging
Jet Press 720S:	1
Installed:	2017



**“The reduced waste from inkjet compared with toner-based rival machines was a significant factor in our decision-making process.”**

Irene Ochoa, company co-owner, Ochoa





**“Our customers have been thoroughly impressed with the quality the Jet Press can deliver.”**

Michael Wachter, joint managing director, Estermann GmbH

*Left to right: Norbert Estermann, founder & owner, Peter Estermann and Michael Wachter, joint managing directors, Estermann GmbH*

## Jet Press 720S investment helps Austrian printer Estermann GmbH win new short-run work and meet growing customer demand for print personalisation.

A one-stop, full-service print business with a proud 30-year heritage, Estermann GmbH employs more than 80 people at its premises in Weierfing, Upper-Austria. Serving a huge range of customers in 22 countries around the world, the company offers LE UV offset printing, digital finishing, and design and prototyping, and combines expertise with ingenuity to delivery stunning print work for its demanding customer base. Its Jet Press 720S investment in October 2017 has helped it to broaden its product offering and improve its customer service still further, enabling it to offer an expanded range of high-quality, short-run work as well as high quantity variable data print.

“We work as a service partner for industrial and creative customers who want to draw attention to their products through high-quality, specialised print media,” explains Michael Wachter, joint Managing Director of the company alongside Peter Estermann. “From production to shipping, we make sure we use the very best materials and technology

to deliver the best products and service possible. In our industry, it’s important to provide highly competent consultancy services and solution-orientated customer service, as well as using the most innovative technology for the creative development of new products.”

Peter Estermann and Michael Wachter first encountered Fujifilm’s powerful, second generation B2 inkjet press in the spring of 2017, and it made an immediate impression. “The quality and reliability of the machine were hugely impressive,” says Wachter and we were also impressed with the knowledge and expertise of the Fujifilm team. In fact, the attentiveness and helpfulness of Fujifilm staff was as much a reason for the investment as the qualities of the machine itself. Throughout the installation and set-up stages they were fantastic to work with – and they continue to provide invaluable help in getting the very best out of the machine. We’re using it to produce high-end mailings, personalised print products,

folding carton packaging, folders, books, brochures and high-quality samples for our long-run offset work.

“Our customers have been thoroughly impressed with the quality the Jet Press can deliver and our investment has given us the confidence that we are in the best possible position to capitalise on the growing demand for personalisation, high-quality prototypes and samples and precise colour consistency. I would have no hesitation in recommending the Jet Press 720S, both for its quality and for its reliability.”

Location:	Weierfing, Austria
Jet Press 720S:	1
Applications:	Personalised print, folding carton packaging, folders, books, brochures and high-quality samples
Installed:	2018

CASE STUDY

Estermann GmbH



“The quality offered by the Jet Press is as good as offset, so we are now using it to produce many of the covers, dust jackets, belly bands and other products that we used to print in colour using offset.”

Giorgio Bertan, CEO and plant manager, Grafica Veneta

*Left to right: Andrea Basso, Fujifilm Italy with Nicola Franceschi, owner and Giorgio Bertran, CEO, Grafica Veneta*

**The Jet Press 720S delivers growth in a flat market for leading Italian book production company, boosting turnover and profits while slashing delivery times and waste.**

Based in Trebaseleghe, northern Italy, Grafica Veneta counts key publishers such as Harper Collins Italia, Mondadori-Rizzoli, Giunti, Feltrinelli, the GEMS group and the Nave di Teseo among its many clients. Though Italian customers account for 40-45% of the company's total turnover, the importance of the North African market is growing exponentially, a major contract with the Libyan Ministry of Education representing

# Graphica Veneta

CASE STUDY

a significant share of current turnover. A Jet Press 720S investment in early 2017 is now helping Grafica Veneta to deliver even better quality at even faster speeds to all of its clients both home and abroad.

“Our numbers speak for themselves,” says company president Fabio Franceschi. “150 million books a year, a turnover of €80 million, a 100,000m<sup>2</sup> solar-powered carbon neutral factory, 300 employees and customers throughout Europe, North Africa and America.

“These figures are proof of the fact that we are one of the leading and most technologically advanced printing companies in Europe and certainly the foremost within the Italian book production industry.

“Although the market as a whole is unstable, with no current signs of growth, we, as a company, are actually seeing continual growth and aim to achieve a turnover of €100 million this year. This is largely due to the introduction of new technologies, including Fujifilm’s Jet Press 720S. The press has proven to be unbeatable in terms of quality and delivery times and has given us an edge in a highly competitive market.

“Since the Jet Press began production, we’ve been impressed with the exceptional quality of the results, the quick job turnaround times and the reduction we’ve seen in waste,” explains Giorgio Bertan, CEO and Plant Manager at Grafica Veneta. “In our first year printing on the Jet Press 720S, the total volume of print we produced remained constant. However, the average print run decreased by 14%, to around 6,000 or 7,000 copies per title. This means that the Jet Press 720S fits perfectly with our market’s evolving demands for short run print and fast turnaround times.

“Our goal is to guarantee our customers the same level of quality as offset, but with more cost-effective production methods,” continues Bertan. “The quality offered by the Jet Press is as good as offset, so we are now using it to produce many of the covers, dust jackets, belly bands and other products that we used to print in colour using offset. Not only is this more convenient, especially for short runs, but when the required ink opacity is low, we’ve discovered that even fairly long runs can be economical on the Jet Press.”

Bertan also sees further growth opportunities, concluding: “The print quality of the Jet Press 720S is exceptional. With its excellent tonal reproduction capability, fine detail and pinpoint spot colours, we’re convinced that our collaboration with Fujifilm will soon allow us to enter the world of high quality, limited edition commercial catalogues. As the market continues to trend towards digital technologies, we’re confident that we will always be on the front line.”

Location:	Italy
Jet Press 720S:	1
Applications:	High quality books
Installed:	2017







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Value from Innovation