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For Immediate Release

Fleet Graphics Taps Fujifilm To Cover ‘All the Bases’

Fujifilm’s Acuity HD 2504 the First in Ohio

VALHALLA, N.Y. (July 8, 2008) – “Now we can print on almost anything,” says Scott Waggoner, president of Ohio’s Fleet Graphics, thanks to the new Fujifilm Acuity HD 2504, a wide format flatbed digital printer. The Fujifilm Acuity was installed along with a Mutoh Toucan LT 61” roll-fed device, opening up the wide world of wide format for Fleet Graphics, which has a long tradition of delivering outstanding graphic design, production and pre-press results in an ever-changing industry.

The Acuity flatbed can print directly onto rigid media up to 8’ x 4’ and up to almost 2” thick and, by eliminating the necessity of laminating and mounting prints, Waggoner says Fleet Graphics has been able to provide clients quicker turnarounds at lower costs. “With these two devices, we’re able to cover all of the bases in wide format,” he adds.

The Acuity flatbed printer is ideal for creating outdoor point-of-purchase signage, second surface backlit displays, exhibit displays, customized real estate signs, directional signage and event signage. The device’s imaging technology produces sharp, crisp type and line work as well as smooth skin tones and solid colors. “The output from the Acuity easily compares to conventional print resolutions of 1,440 dpi and higher,” says Waggoner. “The quality truly has to be seen to be believed.”

Waggoner says his company has worked and partnered with FUJIFILM Graphic Systems U.S.A., Inc. in a number of areas of the business – from installing their first computer-to-plate device several years ago to the latest addition of the wide format devices.

“We’ve used their technical service and support and have been very pleased,” Waggoner says. “It was actually what led to our decision to buy both the Acuity and the Toucan; we knew what kind of service we would get with Fujifilm.”

Having had some service and response issues with other manufacturers, Waggoner and his team trusted Fujifilm. Fleet Graphics has worked with Fujifilm for several years, installing a FinalProof digital color proofer in 2005 and a Xerox 250 printer/copier in 2006. “We wanted a certain level of service and we knew we could get it with Fujifilm. They’ll show up as soon as we call and we know they won’t rest until the issue is solved. We know this based on our experience with other equipment and we don’t expect it to be different with the new machines.”

For more than 50 years, Fleet Graphics has built a solid reputation for delivering outstanding graphic design, production and pre-press results in an ever-changing industry. And, while the industry’s changed, so has Fleet Graphics and the company looks quite different today than it did just five years ago. A significant portion of the business is a combination of wide format – including both rigid substrates and banners – and short-run digital printing and the company serves as a testament to how service bureaus are able to adapt and expand capabilities, using Fujifilm as a foundation and primary partner in the company’s long-term business strategy.

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We deliver solutions for workflow, process control, remote monitoring, color standardization, pressroom products, CTP, proofing, digital printing, wide format and more. Only Fujifilm can bring an integrated approach to your technology, hardware and software. Only Fujifilm can put you *in control*. For more information, please visit www.fujifilmgs.com.

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