

## Acuity B1: Tinmasters

The UK's largest specialist metal decorating firm, Tinmasters makes its first foray into digital printing with Fujifilm's versatile Acuity B1.

**Company:**

Tinmasters

**Location:**

South Wales, UK

**Fujifilm products:**

Acuity B1

**Type of work:**

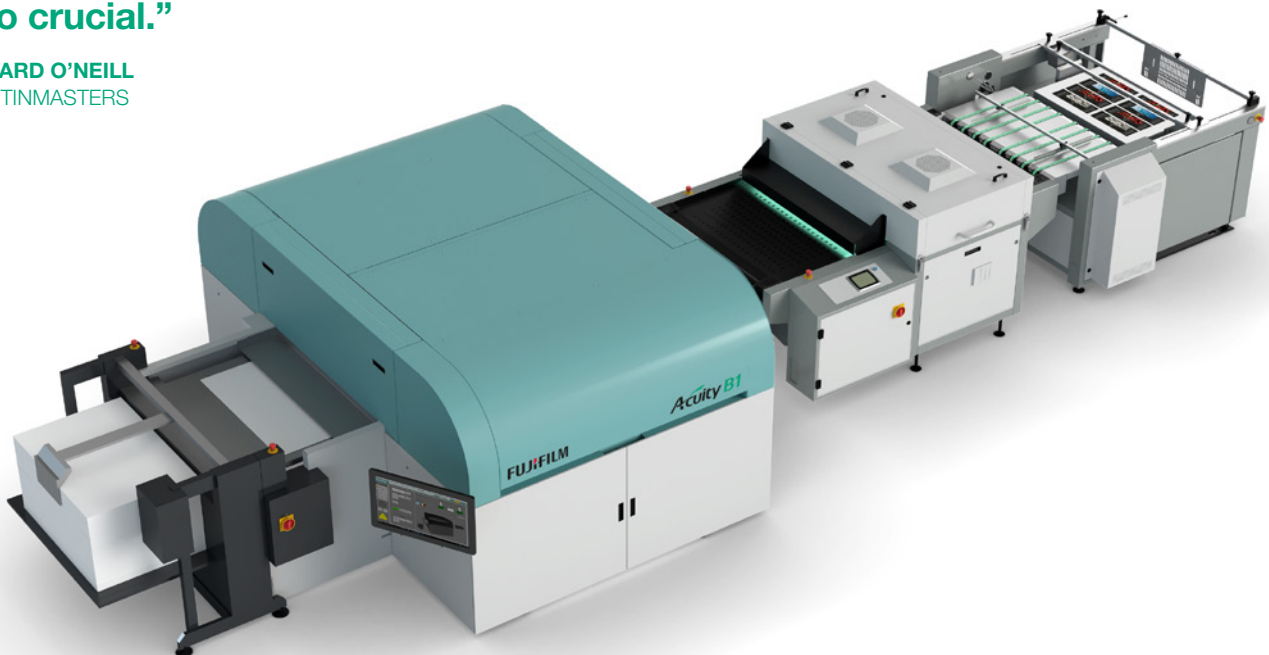
Metal packaging printing

- ▶ With run lengths reducing across the industry, Tinmasters knew a digital solution would play a significant role in the future of its business.
- ▶ Partnership with Fujifilm brings inkjet technology into the business for the first time.
- ▶ The Acuity B1 will be used for very-short-run work of less than 500 sheets, and for sampling, customisation and special effects.
- ▶ The partnership will enable Tinmasters to better serve the long term needs of its customers.
- ▶ Tinmasters cites quality and registration of the Acuity B1 as well as the partnership angle of the arrangement as key reasons for its agreement.
- ▶ Tinmasters will also be feeding back to Fujifilm how they can adapt their inkjet solution to better meet industry requirements.



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**RICHARD O'NEILL**  
CEO, TINMASTERS



“Run lengths are coming down across the industry,” says Tinmasters CEO Richard O’Neill. “We’ve long known that investing in a digital solution to respond to this was going to have to happen at some point. We just haven’t seen anything out there, as an off-the-shelf product, which does everything that we would ideally want it to. We made a significant investment in 2018 in a highly automated litho press to try to meet the growing challenge posed by shorter run lengths – but the trend is accelerating and digital was going to have to start to play a significant role in our response to that at some point.

“It was the exceptional print quality and registration from the Acuity B1 that drew us initially to Fujifilm. However, the partnership angle of the agreement is crucial,” O’Neill continues. “Inkjet is completely new to us, and what we’re learning very quickly from Fujifilm is that it has the potential to be much more than simply a cost-effective way to print short runs. It also offers huge advantages in achieving colour consistency across jobs and in experimenting with creative applications and special effects, such as using ink layering to get textured finishes – something only possible with UV inkjet technology. At the same time, Fujifilm is new to metal decoration, so given we’ve been printing on metal since 1909, there’s a lot of expertise we can offer to help them to adapt their inkjet solution to better meet the needs of the industry.

“Ultimately, this partnership for us is about better serving the needs of our customers and we’re confident that we’ll immediately be able to present them with some innovative solutions to common problems and challenges. Already we can see value in the Acuity B1 for very-short-run work of less than 500 sheets, and for sampling, customisation and special effects. In the longer term though, as we work with Fujifilm to increase the speed and improve the handling for metal, I think we could see digital used to take on work in the 500 to 5,000 sheet range. So this for us really is a long term commitment, it’s not about the next year, or even the next few years, we’re thinking about the next decade and beyond. We think inkjet is going to be a big part of the future of metal dec, and by getting in early we want to help to shape what that future looks like, and become a real technology leader in the industry.”



**For further information:**

Please contact your local Fujifilm partner.

**web** [www.inkjetmetaldec.com](http://www.inkjetmetaldec.com) **YouTube** FujifilmPrint **Twitter** @FujifilmPrint

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