

## Acuity Ultra: Fokina

Leading German PSP highlights the Acuity Ultra's speed and versatility as being essential to operations, while providing a future-proof solution for the ever-changing market.

**Company:**

Fokina GmbH

**Location:**

Eppingen, Germany

**Fujifilm products:**

Acuity Ultra

**Type of work:**

Full-service provider for a range of sectors, including point of sale, retail, public facilities and exhibition stands

- ▶ Products include large format photographic printing, as well as screen, digital and textile printing.
- ▶ Introduced to the Acuity Ultra in 2019 and was impressed with the print quality and speed.
- ▶ The Acuity Ultra was installed in March 2020, following increased customer demand.
- ▶ The investment has provided Fokina with new business opportunities.
- ▶ The Acuity Ultra enables Fokina to offer the best quality products at the fairest prices.
- ▶ Delighted with the support provided by Fujifilm throughout sales and installation process.



**The Acuity Ultra fits in perfectly with our other print equipment here, and has become the heartbeat of our business.”**

**SVEN BREITER & SASKIA FRIEDERICH**  
CEOS, FOKINA



One of Germany's leading providers of large format photographic printing, as well as screen, digital and textile printing, Fokina GmbH is a full service provider for a range of sectors, including point of sale, retail, public facilities and exhibition stands. Based in the town of Eppingen, just north of Stuttgart, the company has a proud history dating back more than 30 years. Over this time, Fokina has built up a diverse portfolio of print and production machinery to produce the high quality products it is renowned for. And one installation in particular is helping to drive quality standards even higher – Fujifilm's superwide 5m Acuity Ultra, which was installed in March 2020.

"Our investments in high-tech machinery, qualified employees and intelligent management systems are paramount to our success as a business," says Sven Breiter, CEO of Fokina. "Companies from all over Germany, the EU and around the world are supplied with our products, so being highly efficient and putting the customer at the top of our priorities is our motto."

Fokina's high quality banners, textiles and wallpapers are some of the company's most popular products. When management noticed demand increasing in 2019, they knew that adding more printing equipment would be necessary to meet these requirements. It was then that they were introduced to Fujifilm's Acuity Ultra, and they never looked back. "We first noticed the Acuity Ultra at a trade fair in 2019," says Saskia Friederich, also a CEO at Fokina. "We were immediately impressed by the print quality and the speed, so we kept in contact with Fujifilm after the event,

visiting their Advanced Print Technology Centre in Brussels where we saw the Acuity Ultra first hand. Witnessing its print quality for ourselves reaffirmed our initial view that it was the right machine to add to our already impressive production portfolio."

For Sven, Saskia and their staff, the Acuity Ultra is fitting in very well at Fokina. "The team working with the Acuity Ultra are very impressed by the quality it produces as well as its high speed," says Sven. "It's also incredibly versatile, ink consumption is low and its 5m width has provided us with new business opportunities that we would otherwise not have been able to secure. The combination of the high quality and productivity that it offers is exceptional.

"We are a family-run business always looking to future-proof ourselves. The print market is highly competitive, and at Fokina we always want to provide the best products at the fairest prices; the Acuity Ultra allows us to do that. It fits in perfectly with our other print equipment here, and has become the heartbeat of our business."

Sven also has high praise for the Fujifilm team: "The sales and support staff at Fujifilm have been excellent from day one. We've always felt in good hands, which is essential when you're purchasing new equipment. The Acuity Ultra was our first ever purchase from Fujifilm, and we envisage it won't be the last."



**For further information:**

Please contact your local Fujifilm partner.

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

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