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## **UK POS printer targets increased automation with Onset X3 and fully automated robotic arm**

*The Simpson Group becomes the latest company to invest in Inca Digital's ultra-high productivity Onset X3 with full automation.*

Based in Washington, north-east England, Simpson Group confirmed at FESPA 2018 that they would become the latest company to invest in Inca Digital's ultra-high productivity Onset X3 with full automation, supplied by Fujifilm. Commercial Director Mark Jerrard and Production Director David Dowson, were at FESPA in Berlin in May to shake hands on the deal.

Simpson Group's 100 staff use a full range of screen, digital and litho kit to create vibrant and striking point of purchase and point of sale displays for a range of high-profile customers, covering market sectors as diverse as travel and leisure, food and drinks, and fashion and financial services.

Looking for more automation, and to replace an existing digital press that was nearing the end of its serviceable life, Jerrard and Dowson compared products from a huge range of manufacturers. "Ultimately it came down to speed and quality says Jerrard: "As the lease on our old machine was coming to an end, we started shopping around. We took a look at what our current supplier and several others had to offer, but we were attracted to the Onset X3 because of the quality of its print and the speed with which it can deliver that quality. Two-and-a-half to three times faster than the machine it is replacing.

"The automation was also a key factor," Jerrard continues. "We've opted for a new robotic arm system, because increasingly everything we invest in is targeted at improving our levels of automation and help us become more efficient."

Thanks to the improved levels of automation, Simpson Group staff, who were previously tied to the old machine to ensure continuous production, can now be moved to support operations in other parts of the digital business.

“We expect the improved quality and greater speed to market to give us a huge overall boost with our customers,” says Jerrard.

Not ever having been a Fujifilm customer before, Jerrard has been impressed with the sales process so far: “Fujifilm has been efficient and very helpful throughout the sales process so far. We look forward to the installation of our new machine this summer, and to working with Fujifilm to develop and grow our successful business still further.”

**Ends**

#### **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 Systems**

Fujifilm Graphic Systems 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 [www.fujifilm.eu/eu/products/graphic-systems/](http://www.fujifilm.eu/eu/products/graphic-systems/), or [www.youtube.com/FujifilmGSEurope](http://www.youtube.com/FujifilmGSEurope) or follow us on @FujifilmPrint

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