



Setting New Standards with Australia's First **Jet Press 1160CF**



FUJIFILM Jet Press 1160CF

Challenge

Delivering bespoke end-to-end print solutions that clients increasingly demand.

Commercial print clients across retail, corporate, banking, telecommunications and government sectors need end-to-end solutions from campaign planning through data handling to final delivery. The Westman Group is rising to the challenge by combining Reacon's reputation for innovation in data-driven production with Westman's established reliability, client relationships, scale, and national logistics capabilities.

In May-June 2024, Reacon Group installed Australia's first FUJIFILM Jet Press 1160CF continuous feed inkjet press, delivering offset quality output at digital speed. Following Westman's acquisition of Reacon in early 2025, the two businesses were unified and consolidated into a single location, enabling clients to continue receiving seamless, end to end service without disruption to output.

Solution

Strategic integration, backed by first-in-market production technology.

- **Jet Press 1160CF**: continuous feed inkjet with near-offset quality
- **XMF Workflow**: automated file preparation reducing processing time from 2.5 hours to 15-20 minutes
- **Unified offset and wide-format capabilities**: integrating 2 x Revoria Press™ PC1120, Iridesse, Acuity Prime Hybrid
- **15-year Fujifilm partnership**: established relationship providing technical support and collaborative problem-solving

Benefits

Business transformation delivering measurable client value.

- **Expanded service capabilities** from transactional printing into premium commercial applications
- **Competitive advantage** as Australia's first high-volume continuous feed inkjet operator, with supporting traditional offset capacity
- **Operational resilience** through equipment flexibility and improved production economics
- **Cost structure improvements** supporting more competitive pricing for high-volume campaigns
- **Complete campaign solutions** from inception through data manipulation, multi-channel execution, fulfilment, and logistics

Key Insights for Commercial Printers



Technology Adoption

First-mover advantage can involve overcoming commissioning challenges, but partnering with suppliers reduces risks in major investments.

Strategic Focus

Achieving near-offset quality at digital speeds enables applications once reliant on traditional methods. Improving processes and workflows increases equipment value.

Supplier Relationships

Trusted partnerships such as those with FUJIFILM Business Innovation Australia (FBAU), offer advantages beyond hardware, including technical support, collaborative problem-solving, and solid commitment during difficult times, reducing risks associated with major investments.

Industry Partnerships

The maturing printing industry prefers collaboration over competition. Combining manufacturing excellence with client service expertise builds market strengths that neither could achieve on its own.

Operational Integration

A diverse fleet provides production resilience when managed effectively, and partnering diversity with workflow automation results in significant efficiency improvements.



(Left) Vik Gulati, Managing Director, Westman Group, (Centre) Steve Fisher, General Manager, Graphics Communication, FBAU, (Right) Harry Singh, CEO, Reacon Group

The Story

Combining Strengths

The Westman Group acquired Reacon in 2025 as the two well-known and established companies combined complementary strengths: Westman's established reliability and national scale rounding out Reacon's reputation for innovation and data expertise.

“Earlier this year we completed the full integration, bringing both organisations under one unified operating structure,” explains Vik Gulati, Managing Director of Westman Group. “Clients now experience one seamless brand that stands for scale, technical excellence and consistent quality.”

The timing proved strategic. As both businesses consolidated into a single new location, Australia's first FUJIFILM Jet Press 1160CF—procured in May/June 2024—was added to the site, introducing continuous feed inkjet technology and marking a significant step forward in high volume commercial production printing.

First in Australia

The Jet Press 1160CF delivers up to 160 metres per minute at 1200 x 600 dpi, with the option to run at 1200 x 1200 dpi at 80 metres per minute for jobs requiring maximum detail. The 520mm web width - more than double the previous 250mm - fundamentally changes production economics in the print sector.

“The Jet Press 1160CF's near-offset quality has opened new categories of work that previously required traditional offset or specialised trade suppliers,” notes Mr Gulati. “Clients have remarked that it is difficult to distinguish Jet Press output from offset. Several new clients have specifically transitioned work to us after seeing side-by-side comparisons.”

But first-mover status isn't without challenges. Harry Singh, CEO of Reacon Group, acknowledges the reality: “Being first in the country, we've had some teething issues. The reliability is improving as both our team and FUJIFILM Business Innovation Australia's service network gain experience with the equipment.”

Where Value Lives

Understanding the needs of today's clients is one area where Reacon Group add value. While printing is integral, building trust and offering data security are key. For example, the company manages data for financial institutions and telecommunications providers – clients who trust them with sensitive client information, including personalised data for loyalty and rewards programs and targeted campaigns. Delivering an efficient and economical service is equally important.

“The printing is great, but what happens before the printing starts is where the value is,” Mr Singh emphasises. “We need to interpret the shared data accurately and help clients personalise messaging and deliver targeted content that resonates with their customers. With our team of five developers and

coders, we apply those insights to our print workflows. Before XMF Workflow, we were spending close to two and a half hours on data-heavy files. With XMF Workflow, it cut down to 15 to 20 minutes.”

A loyalty card program demonstrates the practical impact. Previously, high-quality cards with six variable data points required offset printing for base imagery, then overprinting on inkjet devices for personalisation, followed by die-cutting and delivery.

“The quality we can achieve with the Jet Press 1160CF means clients receive faster execution and lower costs,” he explains, since a job like this now runs as a single pass on the Jet Press, eliminating multiple handling steps.



“With FUJIFILM XMF Workflow, it cut down two and a half hours file preparation to about maybe 15 to 20 minutes. Money well spent.”

- Harry Singh, CEO, Reacon Group

Flexibility Under Pressure

The business integration's true test came during physical consolidation. Moving two factories to a third location while maintaining client deadlines required near-seamless production agility.

“The advantage that Jet Press 1160CF gives is, because of its near-offset quality, we could take jobs off our offset press and put them on the Jet Press during those weeks the offset press was down,” recalls Mr Singh. “And when we were moving the Jet Press, we could do vice versa.”

The ability to shift work easily between machines ensured client deadlines were never compromised, even during complex facility moves.



“Major equipment purchases are not only about the machine - but they are also about the ecosystem around it. Knowing that FUJIFILM Business Innovation Australia provides reliable service, rapid response times, and open collaboration significantly de-risks our investment.”

- Vik Gulati, Managing Director, Westman Group

Partnership Economics

Mr Gulati's relationship with FUJIFILM Business Innovation Australia spans 15 years, through growth and tough times. “In any business relationship you have strains and stresses,” he notes. “What we found is that Fujifilm always tries to help when it matters. When we were going through a difficult phase, Fujifilm was there to work through the problems constructively.”

The Jet Press 1160CF installation showcased this collaborative approach. “We had Jack Starnawski, Senior Solution Analyst from FBAU's professional services team [on site]. He pretty much lived on our site for a week, there at 7am and still there at 9pm,” Mr Singh recalls. “Without them, it would have been very hard.”



Technical Productivity Enhancements

The Jet Press 1160CF offers flexibility in matching production speed to job requirements. “There’s two speed ratings,” Mr Singh explains. **“For maximum detail at 1200 by 1200 dpi, you run at 80 meters per minute. But visually, most people cannot tell the difference between 1200-1200 and 1200-600. So standard commercial work runs at 160 m/min.”**

The 520mm web width on the Jet Press 1160CF improves production cost-efficiency through intelligent slitting and job ganging. Multiple formats can run simultaneously across the web, boosting substrate use and lowering per-unit costs for clients. Additionally, Reacon Group is also testing imported matte-coated substrates not readily available in Australia, which will open additional premium applications for the Jet Press 1160CF, once validated.

Fleet Integration

The Reacon Group’s complete production environment includes the Jet Press 1160CF alongside two x Revoria Press™ PC1120 presses, Iridesse Press, Acuity Prime Hybrid for wide-format, Epson SurePress for end-to-end label manufacturing and finishing, and traditional offset. The team assesses and assigns each job individually, balancing resolution against delivery timelines to ensure the best outcome for the client.

“The two Revoria presses are our workhorses for core CMYK production,” Mr Singh notes. “The hybrid and wide-format solutions open new markets. The Jet Press 1160CF occupies the high-volume, high-speed, quality-critical segment previously requiring offset.”

Data Security and National Reach

The company’s client base spans small local businesses to national and international organisations with stringent data security requirements.

Financial institutions are confident entrusting us with sensitive work because they recognise the strength of our data security systems and the rigour of our certifications,” Mr Singh notes. This capability underpins our end-to-end service offering - from data strategy and multi-channel campaign management through to final delivery.

National reach operates through centralised production. Mr Gulati explains, “We’re delivering from New South Wales into Western Australia, Victoria and the ACT - we have in-house logistics, so it’s literally door-to-door.”



Jack Starnawski, Senior Solution Analyst, FBAU

Looking Ahead

The company's strategic focus combines technology leverage with service expansion. "We want to expand our national market share in retail, government, education and personalised communications," he explains. "We're investing in further automation and probably implementing FUJIFILM XMF PressReady™ and developing new offerings that combine data, personalisation and premium print, bringing those elements together as a complete marketplace offering."

The Industry Perspective

Mr Gulati provides practical advice based on experience for peers contemplating similar technology investments.

"The industry is at that stage where it's more about partnerships rather than just fighting each other over the next print job," he observes. "There are people good at manufacturing and people good at selling. Rather than a multi-million-dollar investment which not many can afford, look at who you can partner with to deliver the results together."

Mr Singh reinforces this collaborative approach: "Australia doesn't have the volumes Asia or Europe have. Leverage each other's capabilities rather than trying to do everything yourself and finding you can't afford it."

The advice on high-volume continuous feed inkjet is equally direct. "If you're not running two shifts on it, it's not worth it. Having an investment at that level sitting on your floor not doing what it needs to do daily - it's a hungry device that needs to be fed."

For clients, the blend of Westman Group's well-established position with Reacon's data expertise ensures continued trusted services supported by increased capacity. The Jet Press 1160CF technology forms the production backbone, offering a market-differentiated range of services with the quality and speed demanded by modern commercial printing.

Harry Singh summarises:

"Clients now experience one seamless brand that stands for scale, technical excellence and consistent quality. The Reacon brand represented agility and cutting-edge production. Now those attributes are united, giving clients confidence that Westman Group brings both stability and innovation together."

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"The expanded capability has already attracted interest from major brands, government agencies, and trade partners who previously struggled to find suppliers that could deliver offset-quality print at very high speed with short turnarounds."

- Harry Singh, CEO, Reacon Group



Jet Press 1160CF Benefits

High Speed & Productivity

Prints at 160 m/min (over 2,096 A4 pages/min in 2-up)

Superior Image Quality

Up to 1200x1200 dpi with high-concentration pigment inks

Versatile Media Compatibility

Prints on uncoated and matt coated stocks (64–250gsm) without pre-priming

Advanced Drying System

Combined heat drum and hot air for excellent output quality

Seamless Workflow Integration

On-the-fly data processing and compatibility with in-line finishing systems

Easy Maintenance

Simple ink pack replacement on the cart



Contact FBAU today to discuss how the Jet Press 1160CF solution can accelerate your commercial printing capabilities.

[fujifilm.com/fbau](https://www.fujifilm.com/fbau)

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Call us today to discuss how the Revoria solution can be customised to boost your printing business. Call 13 14 12.

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