**6th July 2021**

**Fujifilm’s new Acuity range scoops coveted Red Dot design awards**

*Both the Acuity Prime and Acuity Ultra R2 recognised for excellence in product design*

Fujifilm announces that its newly launched Acuity Prime and Acuity Ultra R2 wide format printers have each picked up Red Dot 2021 design awards. The expert jury appointed by Red Dot described the Acuity Prime as a machine in which “user-friendly and practice-oriented flexibility teams up with impressive efficiency and performance.” In considering Fujifilm’s super wide format Acuity Ultra R2, the jury said that it “impresses with technical features and a design which elegantly places the quality of its products centre stage.”

Kevin Jenner, European Marketing Manager at Fujifilm Speciality Ink Systems comments: “We’re delighted to see these new products recognised with Red Dot awards for product design. In completely redesigning our Acuity range over the past few years, we created a new blueprint for wide format, and we have put a huge amount of investment and imagination into every aspect of the design. By listening carefully to our customers’ needs and by bringing in industrial design specialists to work with our own Fujifilm Design Centre in Tokyo, we’ve created a range that offers exceptional price/performance, redefining print ROI whilst resetting the expectations around ease-of-use. The range brings new meaning to the value and versatility of these types of printers, as well as looking elegant and stylish. Exceptional design is critical to achieving these objectives and we’re very pleased to see these products get the recognition they deserve.”

Fujifilm has enjoyed regular success in the Red Dot awards in recent years, with a huge range of products recognised – including the Jet Press 750S in 2019.

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**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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