**31st May 2022**

**Fujifilm announces the addition of the Acuity Prime L to its Acuity Prime series of flatbed printers at FESPA Global Print Expo 2022**

*The large size LED UV flatbed printer brings all the benefits of the standard Acuity Prime to printers who need to combine high productivity and high quality printing on larger sheet sizes*

Fujifilm today unveils the Acuity Prime L, which will be featured for the first time on the Fujifilm stand (C30, Hall 2.2) as part of Fujifilm’s ‘Blueprint Live’ concept. Like the Acuity Prime 20 and 30 announced in 2021, and also being showcased at FESPA, Fujifilm’s stylish new Acuity Prime L flatbed is designed with the user in mind and built to offer exceptional ROI. It will be commercially available in late 2022.

Offering a maximum print area of 3200mm x 2000mm and a headline print speed of 202m2/hr, the Acuity Prime L is easy to operate, and produces high quality results at high speed. It features six vacuum zones and 16 media location pins, as well as the ability to print side by side jobs with its dual zone function, for maximum flexibility.

Uvijet HM – an ink system formulated specifically for the Acuity Prime series – provides excellent adhesion to a broad range of substrates while also producing a wide colour gamut. The new ink range is optimised to produce high quality, vibrant images day-in, day-out.

A new jettable primer improves adhesion still further for particularly challenging substrates. This removes the need for the offline pre-treatment of substrates before printing, saving time and money.

Available with up to seven ink channels (CMYK, plus white, clear and primer) the Acuity Prime L with Uvijet HM offers the ultimate versatility and value by providing the flexibility for print businesses to customise it to their own needs.

Anda Baboi, Marketing Manager, Fujifilm Wide Format Inkjet Systems says: “The Acuity Prime series, when we launched it last year, represented both a ‘next step’ and a new start for Fujifilm. We’re delighted to be adding to the versatility of the range with the Prime L and FESPA is the perfect place to showcase what it can do. Like the Prime 20 and 30, it’s built on our knowledge and expertise, but at the same time it’s something fundamentally new – “a new blueprint for wide format” that offers unbeatable standards of performance, as well as exceptional value, versatility, ease-of-use, and the best ROI available on the market.”

**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 Communications Division**

FUJIFILM Graphic Communications Division 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 [fujifilm.com/uk/en/business/graphic](https://www.fujifilm.com/uk/en/business/graphic), or [youtube.com/FujifilmGSEurope](http://www.youtube.com/FujifilmGSEurope) or follow us on @FujifilmPrint.

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