**16th May 2022**

**Acuity Prime and Acuity Ultra R2 each scoop a third design award**

*Ahead of their appearance at FESPA, under the banner ‘Blueprint Live’ Fujifilm’s Acuity Prime and Acuity Ultra R2 wide format printers have each won iF Design awards*

Following the Red Dot and Good Design Awards won by Fujifilm’s new Acuity presses in 2021, both machines have now achieved the product design trifecta, with the iF Design awards the latest to recognise them.

The iF Design Award is one of the world’s most prestigious design awards, signifying good design for consumers and the design community since 1953.

An independent jury of international design experts meets to determine award-winning designs, based on a set of objective screening standards.

This year’s award winners will be celebrated on Monday, 16th May 2022, at the iF Design Award Night 2022 on the world's largest theatre stage at Friedrichstadt-Palast in Berlin.

Fujifilm’s Kevin Jenner comments: “With FESPA nearly upon us, we’re delighted these machines have received yet another design endorsement. The enthusiasm of the jury panels at all three awards is matched by the early feedback we’re getting from our customers. Good design is not just how something looks, it’s about how well it works and how easy it is to use. We’ve worked extremely hard on the design for these products and on all measures this range is proving that we’ve got it right.”

Fujifilm’s new Acuity range of wide format printers (including two machines yet to be announced) will be on display at FESPA 2022, Hall 2.2 Stand C30.

**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.

**For further information contact:**

Daniel Porter

AD Communications

E: dporter@adcomms.co.uk

Tel: +44 (0)1372 464470