**7 March 2023**

**Fujifilm announces commercial availability of the Acuity Prime L flatbed printer**

*The larger bed version of the Acuity Prime is set to increase productivity and ROI for print service providers.*

Fujifilm has today confirmed that the Acuity Prime L flatbed printer is now commercially available. The printer, which was unveiled at FESPA 2022, is a larger version of the award-winning Acuity Prime 20 and 30 models.

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 inks offers the ultimate versatility and value by providing the flexibility for print businesses to customise it to their own needs.

In January 2023, German graphics arts business Tom Fox became one of the first companies in Europe to invest in the Acuity Prime L. The company purchased the machine just a few months after adding an Acuity Prime 30 to its production line.

Anda Baboi, Marketing Manager, Fujifilm Wide Format Inkjet Systems says: “Following the success of the Acuity Prime 20 and 30 printers, we are pleased to announce the commercial availability of the Acuity Prime L. Larger in size, it enables businesses to increase their productivity without compromising on speed or quality.

“Tom Fox is one of the first companies to have invested in the Acuity Prime L and we look forward to seeing how it boosts business for them and other print service providers in the sector.”

**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](mailto:dporter@adcomms.co.uk)

Tel: +44 (0)1372 464470