**11 April 2023**

**Fujifilm to showcase expanding Acuity range at FESPA 2023 with a new printer to be unveiled at the show and more details of historic Fujifilm-Barberan partnership to be revealed**

Following the huge success of Fujifilm’s ‘New Blueprint for Wide Format’ appearance at FESPA 2022 in Berlin, Fujifilm will use FESPA 2023 (Munich, 23rd -26th May) to present developments to its existing Acuity models, as well as unveiling an entirely new machine in the line-up. Additionally, Fujifilm will present more details on its partnership with industrial manufacturer Barberan, to bring single-pass inkjet to the sign and display market.

Fujifilm’s 500m2 stand, will consist of six display bays. Four of these bays will showcase printers first displayed at FESPA 2022, allowing Fujifilm to highlight technological developments and enhancements made since then, as well as early market success. One of the remaining bays will highlight Fujifilm’s partnership with Barberan, while the sixth will be used to unveil a brand-new machine in the Acuity line-up for the very first time.

On the stand:

**Acuity Prime L**

The Acuity Prime was first revealed to the world at FESPA 2022. This stylishly designed new flatbed – which is a larger version of the Acuity Prime 20 and 30 models – has a 3200mm x 2000mm flatbed, prints at speeds of 202m2/hr, is easy to operate and produces high quality results at high speed. It features six vacuum zones and 16 media location pins, and allows tandem printing – printing on one side of the bed whilst setting up on the other.

Now with installations in the European market, the Acuity Prime L is commercially available and market proven.

**Acuity Ultra Hybrid LED**

The Acuity Ultra Hybrid LED, also first unveiled at FESPA last year, will be showcased again at this year’s event. The 3.3m high-end printer offers exceptional print quality and performance on both rigid and flexible substrates. It prints at speeds of up to 218 m²/hr (RTR) and delivers a print resolution of up to 1200 x 1200 dpi. The printer is unique in combining ultra-high quality and a competitive return on investment for both rigid and flexible applications, all in one platform.

With a beta model now in place with a customer in the UK, and a number of technical developments since last year, this machine is a must-see.

**Acuity Ultra R2 (5m and 3.2m configurations)**

Announced in mid-2021, the award-winning Acuity Ultra R2 is available in 5m or 3.2m versions.

On-stand, Fujifilm will exhibit its 5m, four-channel conventional UV curing High Speed model, which was developed in the last year and prints up to 65% faster than the standard 5m machine.

Fujifilm will also highlight the substantial speed increase – of up to 39% – that it has achieved for the 3.2m High Speed model.

The Acuity Ultra R2 is now being shipped as a modular system and existing models can be upgraded on-site to add light colours, white or High Speed modes, depending on the requirements of the print business.

**Big reveal**

Fujifilm will also display a brand-new addition to the Acuity range – which will be announced ahead of the show – while its historic partnership with Barberan will be demonstrated with an intricate scale model and video demonstration.

David Burton, Business Director, Fujifilm Wide Format Inkjet Systems comments: “We can’t wait to, once again, showcase our Acuity wide format printers, which offer value for money, reliability and stability.

“FESPA 2023 offers the perfect platform to highlight both the sales success and the technical improvements we’ve made to the existing range over the last 12 months, while also looking ahead at what is to come, with the unveiling of an all-new machine on the stand and a lot more detail about our exciting partnership with Barberan.

“To all those attending FESPA this year, we look forward to welcoming you to our stand.”

Visit Fujifilm at FESPA on Stand B10, Hall A1. For more information visit: [print-emea.fujifilm.com/fespa23](https://print-emea.fujifilm.com/fespa23?utm_source=referral&utm_medium=pr&utm_campaign=AcuityBrand)

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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 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, or 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