**26th May 2023**

**Fujifilm demonstrates ink savings and secures early sales of its Acuity printers at FESPA 2023**

*The company is highlighting the energy and ink savings across its Acuity range, as well as their capability to deliver on quality, speed and value*

Fujifilm is showcasing the unmatched performance of its wide format range at FESPA 2023, as it builds on the launch of the Acuity Prime Hybrid with early sales at the event.

All of the printers in the new Acuity wide format range, including the ones [showcased at FESPA 2023](https://adcomms.co.uk/media-centre/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) were purposely developed to deliver on speed, quality and ROI, while incorporating intuitive design features for the operator.

**Sustainable savings**

Going the extra mile at FESPA 2023, Fujifilm has fitted each of its machines on the stand with an energy meter to show, in real time, the energy use when printing.

The move, which Fujifilm initiated to help its customers work more sustainably, follows recent announcements made about the sustainability initiatives being implemented at its new UK headquarters in [Bedford](https://adcomms.co.uk/media-centre/sustainable-solutions-at-the-heart-of-fujifilm-house) and its [Broadstairs](https://adcomms.co.uk/media-centre/stepping-up-on-sustainability) ink manufacturing site, also in the UK.

Also on its stand at FESPA, Fujifilm is demonstrating on its Acuity Prime machines (the L and the Hybrid) how printing with four colours (CMYK) instead of six can save up to 25% in ink volumes – without compromising on speed or quality.

David Burton, Director at Fujifilm Wide Format Inkjet Systems, comments: “At FESPA, we are demonstrating that when it comes to our inks, four is the magic number.

“We’re helping our customers save up to 25% ink when compared to a typical six-colour machine. It’s an impressive feat that was made possible thanks to our decades of experience developing and perfecting our inks, and our highly robust engineering, which enables extremely accurate drop placement.”

**Sales secured**

At the event, Fujifilm has already confirmed sales of the of the Acuity Prime L, the Acuity Ultra Hybrid LED and the Acuity Ultra R2, in countries including Australia, Germany, Italy, Spain and the UK.

**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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