**19th September 2023**

**Fujifilm announces European commercial availability of the Acuity Prime Hybrid**

*The latest addition to Fujifilm’s new-look Acuity line up, previewed at FESPA 2023, brings yet more flexibility to the range*

Following a technology preview at FESPA 2023, and a successful beta trial in the UK, Fujifilm today announces commercial availability of the Acuity Prime Hybrid in Europe. Designed with value, performance, ease-of-use and ROI in mind, the Acuity Prime Hybrid builds upon the remarkable success of the Acuity Prime flatbed, while also introducing the enhanced flexibility of being able to easily handle a wide range of rigid and flexible materials.

The latest addition to Fujifilm’s ‘blueprint for wide format’, the Acuity Prime Hybrid is designed to achieve an optimal balance between output speed, print quality, and cost-effectiveness, while also incorporating multiple intuitive design features.

When set up as a flatbed, the Acuity Prime Hybrid effortlessly handles substrates up to 2050mm in width.  It can print on up to four pieces of rigid media simultaneously, and features registration pins for highly precise edge to edge printing. It can produce print at production quality from 92m2 per hour. Front and back handling tables provide comprehensive support for all media types while streamlining media positioning.

The roll-fed configuration can be loaded with two rolls each up to 0.9m wide, and its GREENGUARD Gold certified ink makes it suitable for wallpaper production – as well as a huge range of other applications.

The Acuity Prime Hybrid is set to meet the needs of print service providers who use a wide range of media – such as Dibond, foamboard, acrylic, polyester and more – across a variety of applications.

David Burton, Director of Fujifilm Wide Format Inkjet Systems, comments: “We were excited to showcase the Acuity Prime Hybrid this year at FESPA and delighted that we’re now able to announce its commercial availability. This new addition to the Acuity line-up emphasises Fujifilm's commitment to providing print service providers with the tools they need to produce as diverse a range of applications as possible, at consistently high levels of quality.”

The Acuity Prime Hybrid will be showcased in September on stand E50 at The Print Show (UK) and stand C23/C33 at Viscom Italia, in October.

To find out more about the Acuity Prime Hybrid: [https://print-emea.fujifilm.com/product/acuity-prime-hybrid/](https://print-emea.fujifilm.com/product/acuity-prime-hybrid/?utm_source=referral&utm_medium=pr&utm_campaign=AcuityPrime)

**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