31st January 2024

**Fujifilm announces Innovation Print Awards 2024**

*Fujifilm’s highly regarded awards are now open for submissions globally – with winners to be announced at drupa 2024*

Fujifilm’s Innovation Print Awards present an unmissable opportunity for customers to showcase their creativity. What began as an internal competition seventeen years ago within the Asia-Pacific region, is now going global. Results will be announced at drupa 2024.

Since 2007, The Innovation Print Awards have provided the opportunity for printers, designers and creative minds to showcase their work in print. The 2023 awards received an impressive total of 275 entries, almost a 50 percent increase on the year before, a firm endorsement of their value to the graphic communications industry.

Fujifilm firmly believes that innovation has no boundaries, and this year, with the awards going global, Fujifilm is aiming to bring together a wider range of outstanding submissions than ever before.

The awards are free to enter for anyone using Fujifilm’s extensive portfolio of print technologies. There are 13 print application categories that span a range of topics from books, brochures and packaging; to wide-format, and direct mail, as well as an ‘other’ category for special creative projects that don’t fit neatly into any of the defined categories. There are also a further 5 subject categories covering areas such as sustainability, use of special colours, and business effectiveness.

All winning entries will be showcased across the world in graphic communications industry events, including on the Fujifilm stand at drupa 2024. This gives customers international exposure and recognition for creativity using Fujifilm print technologies. The winners will also be invited to attend an official gala dinner during the drupa event on 31 May, 2024, to receive their trophies.

Customers can make as many entries as they like across the different application and subject categories, using multiple forms. Four samples of printed work must be included for each entry, along with the completed entry form. Entries must be received by 31st March 2024.

To enter the Innovation Print Awards 2024 visit: <https://www.fujifilm.com/fbsg/en/insights/article/ipa-2024>

**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 [fujifilmprint.eu](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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