**23rd February 2024**

**Fujifilm adjusts prices in response to economic challenges in Europe**

Fujifilm today announces price increases to a range of its hardware products, consumables, and services as the European market continues to be impacted by geopolitical influences and inflationary challenges. These challenges include: an unprecedented increase in labour costs; sharply rising freight and warehousing rates; continuously high energy prices, and increased prices from Fujifilm’s own suppliers.

Taku Ueno, Senior Vice President, Fujifilm Graphic Communications, Europe comments: “Despite our best efforts to absorb the impact of these increases, we can no longer avoid raising the prices of many of our products and services. The prices will be increased by double digit percentages, the exact amount dependent on the product range, and be effective from 18th March, 2024, with the news communicated directly to customers affected.

“At Fujifilm we remain committed to providing high quality products and services and will continue to work to mitigate any further cost impacts.”

**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://fujifilmprint.eu/) or at youtube.com/FujifilmGSEurope or follow us at @FujifilmPrint..

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