**27th February 2025**

**Fujifilm raises consumables prices in response to ongoing market challenges in Europe**

Fujifilm today announces price increases to a range of its consumables and services as the European market continues to experience cost pressures. Although inflationary trends have stabilised since last year, Fujifilm remains affected by challenges including increased labour costs, elevated freight and warehousing expenses, sustained energy prices, and higher costs from suppliers, resulting in the need to implement double digit price increases.

Taku Ueno, Senior Vice President, Fujifilm Graphic Communications, Europe comments: “We understand that price adjustments can be challenging for our customers. However, ongoing market pressures leave us with no option but to revise our pricing structure. These adjustments are necessary to ensure we can continue delivering the quality and reliability our customers expect. The increases will vary depending on the product category and will take effect from 1st April 2025. Affected customers will be informed directly with detailed information.”

The announcement will be followed by formal communication to customers, with Fujifilm notifying its customers of relevant price increases from 28th February 2025 onwards.

**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 [youtube.com/FujifilmGSEurope](http://www.youtube.com/FujifilmGSEurope) or follow us on @FujifilmPrint.

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