**8th May 2025**

**Equinox Group becomes first company to invest in Fujifilm’s Acuity Triton Featuring *AQUAFUZE* Ink at FESPA Berlin 2025**

Equinox Group, the Leeds, UK based global exhibition and events specialist, has become the first company to invest in Fujifilm’s newly launched **Acuity Triton** printer featuring the revolutionary **AQUAFUZE** water-based UV ink system. The deal was finalised during **FESPA 2025** in Berlin, marking a major milestone in the ongoing partnership between the two companies.

The relationship between Equinox and Fujifilm spans nearly 30 years and has seen the two companies collaborate on numerous high-impact exhibitions and global events, including the construction of Fujifilm’s stand at this year’s FESPA show. The acquisition of the Acuity Triton printer signifies a new chapter in their partnership, grounded in shared values of innovation, performance, and sustainability.

Fujifilm’s **Acuity Triton** printer is powered by **AQUAFUZE** technology, a cutting-edge water-based UV ink system that delivers outstanding print quality while significantly reducing environmental impact. With low energy consumption and minimal waste, the Acuity Triton complements Equinox’s existing sustainability efforts, including solar power usage and a waste heat recovery system at its Leeds HQ.

“Fujifilm has been a valued partner of The Equinox Group for nearly 30 years,” said **Carl Criscione**, Managing Director of Equinox Group. “We’ve supported them at countless global events, including FESPA this year, and it’s great to now invest in their cutting-edge technology, especially a product that aligns so closely with our own values and direction.

“At Equinox, we’ve made it our mission to lead with both creativity and responsibility. The Acuity Triton supports that mission perfectly. It’s an investment in performance, in our planet, and in a partnership we’re incredibly proud of.”

**Chelsea Carter**, Marketing Manager at Fujifilm Speciality Ink Systems Ltd, added: “We’re thrilled to see our long-term partners at Equinox become the first to adopt the Acuity Triton with *AQUAFUZE* ink. Their decision reflects a shared commitment to both print performance and sustainability. *AQUAFUZE* technology was created for forward-thinking businesses like Equinox, and we’re excited to support them in this next chapter.”

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.

**About Equinox Group**

Headquartered in Leeds and operating worldwide, Equinox Group designs and delivers world-class exhibitions, events, and branded experiences. With a commitment to creativity, technical excellence, and sustainability, Equinox continues to push the boundaries of what’s possible in live environments

**For further information contact:**

Daniel Porter

AD Communications

E: [dporter@adcomms.co.uk](mailto:dporter@adcomms.co.uk)

Tel: +44 (0)1372 464470