Fujifilm wins accolades and awards

One of Japan’s most reputed brand names and a world leader in photographic imaging and information products has won awards from the prestigious Technical Image Press Association(TIPA) for three of its innovative products.

Fuji colour Nexia film series for the Advanced Photo System won the ‘Special Award of Merit 1996/97’ and Fujifilm’s new colour negative film Fuji Colour *Reala* won the “Best Colour Negative film 1996/ 97”, in the film category. In the Camera category, Fujifilm GA645 Professional Camera won the award for the “Best Professional Product 1996/97”.

Haleys Photoprint Director Ashan Abeysundere says ” Fujifilm has won three prestigious awards shortly after we were appointed sole distributor and these awards. will help us improve Fujifilm’s position in the market.”

These awards were based on selections made by editors and technical editors representing 27 European Photo and Video magazines from eleven countries in Europe.