

Important Information Regarding Discontinuation of PRO 400H Film

FUJIFILM PRO 400H film is a unique product that is coated with a fourth layer – requiring specialized raw materials and chemicals. As it has become increasingly difficult to procure the raw materials needed to produce PRO 400H, we regret to inform you that after careful consideration, Fujifilm has made the difficult business decision to discontinue PRO 400H.

The discontinuation applies only to the following products:

135 PRO 400H EC NP 36EX 1
120 PRO 400 H EP EC 12EX NP 5

Based on recent customer demand, we anticipate that we will be able to allocate PRO 400H 120 film through the end of 2021. The production and sale of PRO 400H 135 will cease immediately, January 14, 2021.

Please note that this announced discontinuation applies only to PRO 400H color film. Fujifilm will continue to produce and sell its consumer color negative, color reversal and black-and-white film stocks to photographers.

If you have any additional questions, please contact Fujifilm customer service at 1-800-659-3854.

We are grateful for your continued support of Fujifilm.