**4th June 2018**

**New Fujifilm food safe ink gives the Jet Press 720S primary food packaging capability**

*Jet Press 720S folding carton solution is first B2 digital printing solution approved for primary food packaging*

Fujifilm Europe today announces the launch of a new food-safe ink which significantly extends the application versatility of the Jet Press 720S for packaging production by enabling it to print on primary food packaging.

The market is seeing a growing increase in the number of packaging brand owners and specifiers who are looking to achieve greater shelf stand-out and to differentiate their products from their competitors. At the same time they are also looking to reduce stockholdings, optimise supply chains and find digital press solutions that will allow them to more profitably print offset quality, customised packaging in much shorter and more frequent runs.

Delivering exceptionally consistent, high quality output ready for finishing on carton board or synthetic media up to 600 microns thick, the Jet Press 720S folding carton solution already satisfies these requirements fully, with around one third of all European customers already producing some form of packaging on the press. German print house Straub Druck & Medien AG is one such customer and its CEO, Francisco Martinez, comments: “Packaging buyers want consistency and solid and bright colours, and the Jet Press presses are delivering all of this. We believe packaging will grow in tandem with our commercial printing operation over the next few years, and the Fujifilm machines are essential to our success in this sector.”

However, the new food safe ink forms a key additional component of the Jet Press folding carton solution, making it the first B2 digital press approved for primary food packaging. This makes it ideal to meet the growing requirement for a reliable digital solution to produce high quality folding cartons for the food, pharmaceutical, and cosmetics/household/personal care markets.

The new, low migration, aqueous food safe ink complies with stringent primary food contact regulations, including Swiss Ordinance 817.023.21 and European Commission Regulation 1935/2004 (for full list, see Editor’s Notes), and has been specially formulated to work with inline (via a bridge) and nearline UV or aqueous coating.

A number of Jet Press 720S customers are currently using the press only for printing packaging, including secondary food packaging. One of those is Belgium-based Packaging for Professionals (P4P). Established to fill a gap in the European packaging market for high quality, low volume packaging produced on demand, it has built its business around the Jet Press 720S. P4P’s co-founder & CEO, Mohamed Toual, comments: “Traditionally, clients in the packaging industry have doubted the ability of a digital press to match the quality of litho or flexo printing. However, our customers have been hugely impressed with the quality of the products we have produced on the Jet Press 720S. The feedback we have received has been universally positive and we are very confident that this will continue.”

For companies looking to diversify into packaging, the Jet Press folding carton solution can also incorporate Phoenix imposition and planning software from Tilia Labs. This software optimises the way jobs are collated, or “ganged”, for printing based on minimising waste or maximising printing speed. This ganging function supports true shape nesting and automatically provides users with different options to arrange jobs.

Taro Aoki, Head of Digital Press Solutions in EMEA for Fujifilm, comments: “The introduction of a new food safe ink further demonstrates Fujifilm’s commitment to developing the Jet Press platform and to bringing new solutions to market in response to customer feedback. With the ongoing trend towards more creative, personalised and shorter run packaging, forward-thinking converters are increasingly looking for digital printing technologies that offer the reliability and print quality their existing systems have delivered, but with the ability to profitably print short runs. The Jet Press 720S has already proved itself to be a high-performance and highly versatile press for both commercial and folding carton applications. The introduction of our new, food-safe ink, together with options for inline and nearline coating and specialist pre-press software, takes that versatility to a new level and will appeal to many folding carton converters.”

**ENDS**

**Editor’s Notes**

Fujifilm’s new food safe ink is compliant with the following regulations and standards:

* Compliant with Food Contact Materials - Regulation (EC) 1935/2004
* Compliant with Swiss Ordinance on Materials and Articles in Contact with Food (SR 817.023.21) as listed in annex 2 and 10 (lists A and B) - 01.05.2017 edition
* Independently tested and certified as compliant with Commission Regulation (EU) No. 10/2011 on plastic materials and articles intended to come into contact with food
* GMP (Good Manufacturing Practice) is installed and implemented as part of Fujifilm’s ISO 9001 Standard
* (EC) No. 1907/2006 (REACH) - no with more than 0,1 weight from appendixes XIV and XVII acc. (Reference date: July 2017)
* Independently tested and certified to be compliant with EN 71-3
* Compliant with Regulation (EU) 528/2012 (Biocide Regulation)

**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 Systems**

Fujifilm Graphic Systems 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 [www.fujifilm.eu/eu/products/graphic-systems/](http://www.fujifilm.eu/eu/products/graphic-systems/), or [www.youtube.com/FujifilmGSEurope](http://www.youtube.com/FujifilmGSEurope) or follow us on @FujifilmPrint

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