**24 April 2018**

**Fujifilm Jet Press 720S granted environmental tax break in the Netherlands**

*Commercial printers and folding carton converters in the Netherlands now have even more incentive to invest in Fujifilm’s Jet Press 720S*

Fujifilm today announces that its flagship B2 inkjet press, renowned for its ultra-high quality as well as its environmental credentials, has received new high-level recognition from the government of the Netherlands. The Jet Press 720S has qualified for a tax incentive that will see investors in the machine able to claim back 13.5% of taxes related to their purchase plus similar savings related to depreciation. This could result in total savings of over €70,000.

The Netherlands Enterprise Agency lists a number of criteria under which Dutch businesses will be automatically entitled to claim MIA (Environmental investment rebates) and Vamil (Arbitrary depreciation of environmental investments). The specific category (code: B1281) under which the Jet Press qualifies, concerns “digital print systems for de-inkable, water-based ink.”

Specifically, a machine in this instance must:

* Use only water-based inks which have an INGEDE (International Association of the Deinking Industry) de-inkability score of 'good' and a score of at least 95 points on INGEDE test method 11.
* Not use any applied primer containing substances of environmental concern.

In fact, trials carried out by INGEDE on sheets printed by the Jet Press 720S indicate levels of de-inking on a par with offset inks, with the press scoring 98 out of a possible 100 points.

Furthermore, the Rapid Coagulation Primer system used by the Jet Press 720S coats the sheets with an ultra-thin, invisible film that provides a ultra-consistent surface for the coagulation of ink droplets, guaranteeing the highest print quality. But the system also allows it to print on a wide range of paper stocks – adding to the recyclability of print produced on the press.

Axel Fischer of INGEDE was impressed: “We do these kinds of trials on a regular basis but we were surprised with the levels of deinking that were possible with the Jet Press 720S samples,” he says. “These types of results are in the same league as those achieved with the best offset inks, but we’ve never before seen such a great result with inkjet print.”

“Digital print systems bring massive reductions in consumable usage and waste compared to offset,” says Mark Stephenson, Product Manager, Digital Printing and Press Systems, Fujifilm Graphic Systems EMEA. “But it's easy to forget that some digital output cannot be recycled to produce quality printable stock.”

“Fortunately the Jet Press 720S uses a unique combination of water-based inks and primer that can be easily extracted using standard recycling methods. Reducing environmental impact is a major focus for Fujifilm’s R&D teams across all its product ranges and the Jet Press 720S is an excellent example of this. We’re delighted that this official recognition will give a real incentive to potential investors, and it also confirms the robust environmental credentials that have already helped to shape its reputation.”

**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 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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