**22nd October 2020**

**Fujifilm’s LED UV cold curing system, Illumina, and Flexo JJ inks to be presented with Edale’s flexographic equipment in new demo showroom**

*Fujifilm and Edale are using their combined expertise in ink and print technology to present high quality flexographic equipment for narrow and mid-web digital printing presses and converting machinery.*

As part of its ongoing partnership, Fujifilm and Edale will be joining forces at Edale’s newly built demo showroom at its Whiteley HQ in the UK. The new facility, which is planned for 2021, will play host to virtual demonstrations featuring the highly efficient combination of Edale’s flexo presses and Fujifilm’s Illumina LED UV curing system and inks.

"For a number of years now Fujifilm and Edale have worked together to deliver highly productive, high quality printing solutions that enhance the print quality, reputation and profitability of its customers. Edale’s expertise in web transport for single-pass inkjet has facilitated technology whereby customers can commercialise their innovations with the essential features and necessary standards demanded by the packaging industry.

In combination with Fujifilm’s knowledge of inks and curing systems, Edale has moved forward into LED curing in recent years – a highly efficient, powerful, yet environmentally sustainable printing method. The award-winning British manufacturer has huge confidence in Fujifilm’s ink knowledge and sector expertise.

James Boughton, Managing Director at Edale says: “We have a close relationship with Fujifilm where they keep us abreast of the developments and latest products for the flexographic market. Edale has a number of Illumina systems and ink sets installed on both its conventional flexo presses and the hybrid flexo and inkjet presses – the latest being on our UK demonstration machine, FL3, late in 2019 – and we’re delighted with how well received it has been.

“Our brand new demo showroom, due for completion in 2021, will see us embark on a new chapter with Fujifilm, in which our collective expertise will be available for all to see via virtual demonstrations. We will be showing what our presses are capable of, while Fujifilm will explain the benefits of its leading ink and curing technologies.

“We’re delighted to have the Illumina cold curing system and Flexo JJ inks presented on a range of flexo equipment in the showroom – we see LED as the here and now, not the future. It’s a sustainable, powerful and versatile solution and, in combination with the speed and productivity of our printing machines, is the way forward for the industry. We look forward to generating new leads together with Fujifilm and maintaining what has been a highly beneficial partnership since its inception.”

"Nils Gottfried, Segment Product Marketing Manager for Wide Format & Packaging at Fujifilm Graphic Systems Europe, says: “Edale is a forward-thinking company – they make award-winning equipment with every intention of improving their customer’s output, which is perfectly aligned with Fujifilm’s galaxy of products for the narrow web and label market. Edale’s expertise in web transport for single-pass inkjet has allowed its customers to commercialise their innovations with the essential features and necessary standards demanded by the packaging industry.

“Fujifilm is proud to be working with Edale – the combination of our Illumina LED UV curing solution with our flexo inks works in perfect harmony with Edale’s printing technology and we’re very much looking forward to showcasing this success story in future demonstrations – imparting our knowledge and expertise to help customers become more productive and more sustainable in their operations.”"

**About Edale**

Edale is a leading manufacturer and supplier of high technology for flexographic printing with 75 years’ experience in the printing and packaging industry. Its Hampshire-based headquarters is home to its 50-strong team, and a network of worldwide agents and distributors who deliver Edale’s range of products.

**About Illumina**

Illumina is Fujifilm’s low energy – cold cure, productivity boosting, environmentally sustainable LED UV curing lamp system. Powerful and long-lasting, Illumina can fit onto most UV flexo presses of any width. It works in combination with Fujifilm’s Sericol JJ LED UV Flexo ink, which is designed to match the existing conventional JD UV Flexo range. The complete product range consists of the standard Pantone, CMYK and a range of premium quality white inks including high opacity, shrink sleeve and standard whites. In addition, the portfolio includes a wide range of varnishes, release coatings, adhesives and primers."

**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

**For further information contact:**

Tom Platt

AD Communications

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

Tel: +44 (0)1372 460 586