**15th February 2021**

**Digital print technology for a circular economy**

*Fujifilm Graphic Systems Europe publishes environmental White Paper to explore the role of print in a world of ‘net zero’ targets and increased environmental awareness*

The EU’s Circular Economy Action Plan outlines a strategy to transform Europe’s economy into a sustainably driven, fully circular economy by 2050. This, along with pressure from increasingly environmentally conscious consumers, means that businesses and brand owners in Europe are being driven to improve environmental practices and reduce waste and carbon emissions. Inevitably, printed communications and marketing materials are scrutinised as part of this process. Fujifilm, in this new White Paper, examines the ways in which brands can make much more sustainable decisions in sourcing printed materials, without missing out on all the unique benefits that print offers.

“Brand owners understand the many benefits of print as a communications tool,” explains Mark Stepheson, Product Manager, Digital Press Systems, Fujifilm Graphic Systems Europe. “They know it communicates seriousness, authority and quality, and that it inspires loyalty. But when it comes to meeting environmental targets and carbon reduction goals – many feel they have no choice but to cut back. This White Paper is for them. We wanted to demonstrate that it doesn’t have to be ‘either-or’. By understanding more about modern print processes, brand owners can make informed, sustainable decisions, which allow them to continue to take advantage of the many advantages of print, while still fulfilling their environmental responsibilities.

“The way we print has changed radically in the last twenty years, and much of that change has been extremely positive from an environmental point of view. But outside the industry, this is not widely understood. Sustainability is a huge focus within Fujifilm, so our White Paper looks in detail at a variety of modern printing techniques and how our own technology, particularly the Jet Press, is helping to reduce waste and boost recyclability.

Fujifilm will formally release the White Paper during a live online event: The Really Sustainable Production Show, 24th February. Click [here](https://info.fujifilm.eu/Reallysustainableproductionshow.html?utm_source=referral&utm_medium=pr&utm_campaign=JetPress750S) to register for the show or to request a copy of the White Paper.

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**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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