**1 March 2022**

**Fujifilm appoints Manuel Schrutt as Head of Packaging for EMEA**

*Schrutt brings to Fujifilm extensive packaging experience following many roles within Landa and HP*

Fujifilm is pleased to announce the appointment of Manuel Schrutt into the role of Head of Packaging for Fujifilm Graphic Systems EMEA. Schrutt brings more than fifteen years of experience to his new position, following sales, regional and general manager roles with HP and Landa.

In his new role at Fujifilm, Schrutt will be responsible for the label and packaging business, covering both emerging digital inkjet and existing flexo product lines, across Europe, Middle-East and Africa.

Commenting on his new position, Schrutt says: “I’m delighted to be joining Fujifilm and heading up its packaging division. The company has a strong reputation throughout the printing industry, with its firmly established product portfolio and its industry leading inks. I am passionate about inkjet technology so I have always kept a close eye on Fujifilm’s developments and I am very excited to embark on this new journey, promoting and driving sales of its printing technologies for packaging and labelling.

“I have worked in the industry since I was very young – I was part of the family business in my early working days and I’m looking forward to this next chapter in my career.”

Taku Ueno, Senior Vice President, Graphic Systems Division, FUJIFILM Europe GmbH, adds: “Fujifilm is delighted to welcome Manuel into the team. He brings a wealth of experience with him and he will be crucial in developing Fujifilm’s digital and flexographic business in the packaging and labelling sectors. 2022 promises to be a big year for Fujifilm across all of its divisions and we’re relishing the prospect of Manuel taking the packaging area of the business to new heights.”

**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 <https://www.fujifilm.com/uk/en/business/graphic> or [youtube.com/FujifilmGSEurope](http://www.youtube.com/FujifilmGSEurope) or follow us on @FujifilmPrint

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