**11 April 2022**

**Creation Reprographics signs four-year-deal for Fujifilm’s Flenex-FW water-washable flexo plates**

*Fujifilm’s Flenex FW plates fall in line with Creation’s desire to improve its sustainability credentials, while maintaining its quality and productivity.*

Creation Reprographics – specialists in packaging artwork, reprographics and plate production – has been based in Daventry, Northamptonshire, since 2004. With a client base covering both local and global businesses, Creation works with big household names as well as small start-ups. In February, the company marked its commitment to continuing to develop its sustainable product range after agreeing to a four-year-deal for Fujifilm’s water-washable flexo plate range, Flenex FW.

“We have a large customer base – some of which are big names in the industry – so we know that the quality of our products must be consistent,” says Matt Francklow, Managing Director at Creation. “Our equipment has always been vital to our business, as we use it for so many different areas. But we are also very in tune with sustainability; in fact, it’s at the heart of everything we do – an ethos that we put into practice every day. We created our own internal programme to achieve zero-carbon reprographics by making small changes at each stage of our work.

“In today’s print and packaging environment, it’s vital for businesses of all sizes to share a vision of eco-friendly practices, from pre-press through to the end product.”

Fujifilm’s Flenex FW plates fall in line with Creation's desire to improve its sustainability credentials, while maintaining its quality and productivity. “Due to our focus on environmentally friendly solutions, we have been heavily involved in water-wash flexo production for many years, always keeping a keen eye on industry developments,” continues Francklow. “We were aware of Fujifilm’s Flenex plates for a while and were attracted to the sustainability characteristics as much as the high print quality and productivity they offer.

“We are confident Flenex can us build on the positive name Creation Repro has in the packaging industry, as pioneers for both quality and sustainability. Having a world-renowned partner in Fujifilm, to help market and grow our business, is fantastic for us.”

David Parker, UK Packaging Sales Manager at Fujifilm Graphic Systems, says: “For Creation, product quality and sustainability are of equal importance. They understand the direction the packaging industry is heading in and are doing all they can to stay ahead of the game. We’re delighted that they see Flenex FW as a vital solution on that journey and we’re very much looking forward to seeing our partnership develop and grow in the years to come.”

**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 Communications Division**

FUJIFILM Graphic Communications Division 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 [fujifilm.com/uk/en/business/graphic](https://www.fujifilm.com/uk/en/business/graphic), or [youtube.com/FujifilmGSEurope](http://www.youtube.com/FujifilmGSEurope) or follow us on @FujifilmPrint.

**For further information contact:**

Daniel Porter

AD Communications

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

Tel: +44 (0)1372 464470