**19th July 2022**

**Fujifilm Europe appoints Dr. Karl Borsky as Category Manager, Analogue Packaging, EMEA**

Fujifilm Europe is pleased to announce the appointment of Karl Borsky as Category Manager, Analogue Packaging, EMEA, reporting to Manuel Schrutt, Head of Packaging, Fujifilm EMEA. Within this role, Borsky will manage all analogue products across the entire Fujifilm product portfolio applicable for packaging applications including flexo inks, printing plates and curing systems. Borsky will support Fujifilm customers, prospects, partners and sales teams with all technical and product related topics. Additionally, he will manage and grow Fujifilm’s partner network for these respective product ranges to allow the Fujifilm sales teams to offer full end-to-end solutions to its customers.

Borsky has more than 16 years of experience working within the packaging industry. His first role was at Sun Chemical, where he was part of the R&D team working on ink formulation. He then progressed to work for packaging giant Constantia Teich, for over 14 years, with significant experience in analogue and digital packaging Prior to joining Fujifilm, he worked for pigment company Habich, in product development.

Karl is well known and respected within the printing sector, which will help him to extend connections for Fujifilm with partners and customers, playing an integral role in increasing sales. He will visit existing and potential partners and customers to create new connections in order to aid Fujifilm’s continual growth. He will also work to promote the synergies of Fujifilm`s unique analogue and digital solutions.

Karl Borsky comments: “I am very excited to be joining Fujifilm. I know Manuel and many others within the industry from the past, so it is exciting for me to be able to reconnect with them. Additionally, I am looking forward to working with new people and create new relationships. For the last ten years, I’ve been a customer of companies like Fujifilm, so I have a good understanding of how to work with potential partners and customers.”

Manuel Schrutt, Head of Packaging, Fujifilm EMEA, comments: “Karl’s appointment is another milestone in with Fujifilm’s wider strategy to promote Fujifilm as an integrated packaging supplier. Karl’s experience and connections prove that he is an ideal fit to this role. His expertise is greatly valued here at Fujifilm and we are truly excited to have him on board.”

**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