**1st August 2022**

**Fujifilm Europe appoints Raynald Barillot as Category Manager, Digital Packaging, EMEA**

Fujifilm Europe is pleased to announce the appointment of Raynald Barillot as Category Manager, Digital Packaging, EMEA, reporting to Manuel Schrutt, Head of Packaging, Fujifilm EMEA. Within this role, Barillot will manage Fujifilm’s digital packaging product portfolio.

Barillot has more than 29 years of experience working within the packaging industry in France, across companies including Brodart Packaging, SAC Emballlages, UNI Packaging, Landa Digital Printing, Schur Flexibles Group and HP.

Raynald’s position will be integral to Fujifilm developing its digital packaging division across EMEA. The role will involve working closely with both Manuel and the sales team to develop and implement strategies for business growth. Raynald will support customers, prospects, partners and the sales teams with all technical and product related topics, including support for exhibitions, demos and events.

Raynald Barillot comments: “I am excited to be joining Fujifilm and embarking on this new chapter in my career. Digital is undoubtedly a big growth area within the market, and I see Fujifilm as a game changer within this field, following the launch and development of the Jet Press 750S High Speed Model the 42K Printbar system and the soon to be launched Jet Press FP790 specifically. I am looking forward to bringing my expertise and knowledge to the role, as well as contributing to the growing success of Fujifilm’s business.”

Manuel Schrutt, Head of Packaging, Fujifilm EMEA, comments: “Raynald joins us with a very deep background of analogue and digital packaging production and will add very valuable additional knowledge to our growing team. He is well known and respected within the packaging sector, and was one of the first people in the industry driving the analogue to digital conversion by implementing one of the world´s first digital machines into the flexible packaging industry. This experience will help Fujifilm and even more our customers, to drive the analogue to digital conversion. Raynald’s appointment marks another step forward in the evolution of Fujifilm’s wider packaging strategy.”

**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.

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