**1st November 2022**

**Fujifilm Europe appoints** **Ralf Petersen as Workflow & Solution Consultant, Packaging, EMEA**

Fujifilm Europe is pleased to announce the appointment of Ralf Petersen as Workflow & Solution Consultant, Packaging, EMEA, reporting to Manuel Schrutt, Head of Packaging. Petersen will be based within the sales department, where he will be responsible for assessing customer workflow needs and managing the integration of end-to-end solutions, from workflow to finishing, considering both Fujifilm and third-party partners’ solutions.

Prior to his appointment, Petersen worked in a workflow consultancy role at Landa Digital Printing and he has more than 20 years of experience working in the print industry, including stints at Heidelberg, Canon Europe, and HP.

Petersen’s position will be crucial to Fujifilm expanding its packaging offering across EMEA, and comes in addition to the recent appointments of Raynald Barillot, Category Manager, Digital Packaging and Karl Borsky, Category Manager, Analogue Packaging.

Ralf Petersen comments: “I am delighted to be embarking on this new chapter in my career with Fujifilm, as the company has an excellent reputation and is a key player within the market. I will be one of the first to take on such a role at Fujifilm so I am excited to see what possibilities lie ahead and how we can develop this market further together.”

Manuel Schrutt, Head of Packaging, Fujifilm EMEA, comments: “This role has been created as part of Fujifilm’s strategy to increase our presence within the packaging market. Ralf joins us with extensive knowledge and expertise of software and the analogue packaging market. He is well known and respected within the industry. Ralf’s appointment marks yet 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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