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**Fujifilm continues to expand packaging team with new recruits in Italy and Spain**

*New appointments will help to boost Fujifilm’s packaging product sales across the two countries*

Fujifilm is pleased to announce a further expansion of its packaging team with two new appointments – Mario Gazzani in Italy and Eugenia Alvarez in Spain – to support the sales of its packaging products.

Gazzani, who has more than a decade of experience working in the industry, joins the team as Packaging Segment Manager in Italy. In his new role, Gazzani will be responsible for selling packaging solutions – including Fujifilm’s inkjet imprinting systems and the recently announced Jet Press FP790 flexible packaging printer – across the country.

Prior to joining Fujifilm, he held technical, sales and printing managerial roles at Uteco Group, ebeam Technologies and most recently, Cefla.

Commenting on his new position at Fujifilm, Gazzani says: “Fujifilm is a fantastic company, known for its technological innovation, environmental friendliness and customer care. Its inkjet solutions are unmatched and it has some amazing new products in the pipeline. I am delighted to be joining the company as it embarks on a new direction in packaging.”

Paolo Zerbi, Graphic Arts General Manager at Fujifilm Italy, comments: “Gazzani brings excellent knowledge and experience to the role. He’s a great addition to the team and I look forward to seeing him lead the sales of our innovative and growing packaging portfolio in Italy.”

Eugenia Alvarez, who has worked in the sector for almost two decades, has taken up the role of Packaging Sales Manager in Spain. In her new role, she will be responsible for strengthening the market presence of Fujifilm’s packaging products in Spain, as well as leading the packaging sales strategy in the country.

Prior to working at Fujifilm, Alvarez held technical field, consultancy and sales positions at numerous graphic equipment and software manufacturers, including Agfa, Esko and Kodak.

Additionally, after 18 years in the sector, she started up her own graphic consultancy business, Podium, which provided advice about market growth, process optimisation and bringing new technologies to market.

Speaking about her new role at Fujifilm, Alvarez states: “When I was offered this position, I was faced with the decision of closing my consultancy business after having successfully led it for eight years. However, I had collaborated with the Fujifilm Graphics team for some time and I already felt very comfortable working with the team. Additionally, the company’s growing product offering for the packaging market is innovative and set to make a real difference to those operating in the sector. I am delighted to join Fujifilm and to be working for the company at such an exciting time.”

Joan Casas, Country Manager at Fujifilm Spain, comments: “We are pleased to have Eugenia on our team after having worked with her for several years. She brings a wealth of specialised industry knowledge, which will no doubt positively impact her management of the sales strategy in Spain.”

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**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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