**28th March 2023**

**Fujifilm and Henkel announce Partnership Agreement to deliver production benefits for customers of Fujifilm’s upcoming digital inkjet water-based Jet Press FP790 flexible packaging solution**

Fujifilm Graphic Communications today announces a partnership agreement with Henkel that will deliver production and sustainability benefits for customers of its Jet Press FP790 digital inkjet flexible packaging solution, scheduled for commercial launch later this year.

Henkel Adhesive Technologies is a global leader in innovative adhesives, sealants and functional coatings for the packaging sector. Fujifilm’s partnership with Henkel has facilitated the extensive testing of Henkel’s renowned portfolio of laminating adhesives during the development of the Jet Press FP790.

The two organisations have collaborated to undertake a series of post-press tests involving Henkel’s solvent-free laminating adhesives, to ensure compatibility with the Jet Press FP790 ink as well as verify adhesion properties and lamination performance in post-press production, to guarantee the highest quality output.

Given the excellent results and positive outcomes from these rigorous test applications, Henkel’s solvent-free laminating adhesives will become Fujifilm’s recommended solution in combination with its Jet Press FP790 digital flexible packaging press.

Commenting on the partnership, Manuel Schrutt, Head of Packaging, Fujifilm Graphic Communications EMEA says, “With the challenging demands of the flexible packaging market, particularly the short turnaround times and regulatory requirements, we wanted customers of our Jet Press FP790 to be in the best possible position to maximise the production opportunities from day one.”

Working with such a renowned global brand as Henkel, and having access to its market leading laminating adhesives and the support of its technical team, has enabled us to undertake thorough post-press testing of flexible packages produced by the Jet Press FP790. As a result, future users of our new digital packaging solution can rest assured that when using Henkel’s solvent-free laminating adhesives, press compatibility, optimum bond strength and lamination properties will be guaranteed for a wide range of flexible packaging applications.”

Stefan Gloetzel, Senior Business Development Manager, Packaging Adhesives at Henkel Adhesive Technologies has also been delighted with the outcome of the partnership. He says, “It is always gratifying to work with like-minded organisations that are committed to delivering the best possible solutions for their customers. We have been extremely impressed with the test results which demonstrated that the solvent-free laminating adhesives, including grades from our RE range, perform seamlessly with the quality print output from Fujifilm’s FP790 digital packaging press.”

Adds Stefan, “In addition, our RE range is designed for recycling, therefore helping package printers to create sustainable flexible packaging solutions that go beyond their primary functionalities.”

Commercially available later this year, Fujifilm’s Jet Press FP790 digital inkjet flexible packaging solution features an environmentally friendly design incorporating water-based inkjet print technologies capable of delivering high production output for mainstream applications. It offers high quality 1200 x 1200 dpi image reproduction, can reproduce more than 90% of the PANTONE colour gamut, and features two dedicated white inkjet channels for high white opacity.

Fujifilm’s new Jet Press FP790 digital flexible packaging solution, together with examples of post-press lamination solutions using Henkel’s solvent-free laminating adhesives range, will be featured on Fujifilm’s stand at Interpack 2023 (Hall 8a, Stand F65).

**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, or youtube.com/FujifilmGSEurope or follow us on @FujifilmPrint.

**About Henkel**

With its brands, innovations and technologies, Henkel holds leading market positions worldwide in the industrial and consumer businesses. The business unit Adhesive Technologies is the global leader in the market of adhesives, sealants and functional coatings. With Consumer Brands, the company holds leading positions especially in hair care and laundry & home care in many markets and categories around the world. The company's three strongest brands are Loctite, Persil and Schwarzkopf. In fiscal 2021, Henkel reported sales of more than 20 billion euros and adjusted operating profit of around 2.7 billion euros. Henkel’s preferred shares are listed in the German stock index DAX. Sustainability has a long tradition at Henkel, and the company has a clear sustainability strategy with concrete targets. Henkel was founded in 1876 and today employs a diverse team of more than 50,000 people worldwide – united by a strong corporate culture, shared values and a common purpose: "Pioneers at heart for the good of generations.”

For more information visit [www.henkel.com](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.henkel.com%2F&data=05%7C01%7Clodea%40adcomms.co.uk%7C4f1be67245ea432a395808db09082089%7C4ed3e69fbff14a35b4253801f8045f3f%7C0%7C1%7C638113702746845899%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=PRtQtrkaIHwvtVvsHGgW89XYjmZlkF8zjEab6h8k2ZY%3D&reserved=0) or contact Henkel at Email: flexiblepackaging@henkel.com Henkel AG & Co. KGaA

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