**15th March 2023**

**Fujifilm teams up with HYBRID Software to develop ‘industry-first’ Smart Digital Front End workflow for its upcoming Digital inkjet water-based Jet Press FP790 flexible packaging solution**

Fujifilm Graphic Communications today announces that its upcoming Jet Press FP790 digital inkjet flexible packaging solution will feature a unique Smart Digital Front End (DFE) and unified workflow solution developed specifically by HYBRID Software to optimise productivity and output of the Fujifilm press.

This new Smart DFE for Fujifilm’s FP790 press, is the first of its kind to be developed by a software company for use in the packaging market, and is a result of a close working partnership between Fujifilm’s Research and Development team and HYBRID’s specialist software developers, forged during the early stages of the Jet Press FP790’s creation.

Based on proven technology, the web-based, open architecture production workflow offers fully automated prepress functionality to ensure the Jet Press FP790 press offers accelerated turnaround times, maximum productivity   
and reduced operating costs. In addition, its modular configuration allows for greater workflow expansion and upstream customisation to cater for specific user requirements.

Reflecting on the opportunity to work with HYBRID Software and the outcome of the development partnership, Manual Schrutt, Head of Packaging at Fujifilm Graphic Systems EMEA says, “HYBRID Software holds an enviable reputation in the packaging sector for delivering world class, innovative workflow solutions. Working with HYBRID’s R&D team, its highly skilled software developers and drawing on their extensive knowledge of workflow solutions for the packaging sector, has enabled us to develop a very fast, robust and uniquely smart DFE infrastructure for our new Jet Press FP790 press. This will deliver maximum production efficiencies and the highest quality output required to meet the ever-growing demands of the flexible packaging market, now and into the future.”

Mike Agness, Executive Vice President, Americas at Hybrid Software adds “It has been extremely rewarding to combine the USPs of our two companies and their complimentary offerings to help Fujifilm bring such an exciting new print solution to market. The combination of our extensive knowledge and understanding of RIP-to-print production workflows for the packaging sector, and Fujifilm’s expertise in colour management and print production has been a perfect match in the development of the innovative technologies that lie at the heart of the new Jet Press FP790.”

Created to deliver the highest quality output for a wide range of flexible packaging applications while adhering to the regulatory requirements of the sector, the Jet Press FP790 digital inkjet print solution features an environmentally friendly design incorporating water-based inkjet print technologies. The press can reproduce more than 90% of the PANTONE colour gamut, offers two dedicated white inkjet channels for high white opacity print and delivers high quality 1200 x 1200 dpi image reproduction.

Fujifilm will showcase its new Jet Press FP790 digital flexible packaging solution at Interpack 2023 and will be supported on its stand (Hall 8a, Stand F65) by representatives from the HYBRID software team.

**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.

**About HYBRID Software**

With offices in Belgium, Germany, US, UK, Spain, France, Italy, and China plus a global partner network, HYBRID Software is an enterprise software development company focused on innovative productivity tools for the graphic arts industry.

HYBRID Software’s CLOUDFLOW workflow, PACKZ and STEPZ editors, and print quality solutions offer a unique set of advantages that include native PDF workflows, enterprise cloud solutions, scalable technology with low cost of ownership, and direct integration with leading MIS solutions and output devices. These products are used by thousands of customers worldwide in all areas of prepress and print, including labels and packaging, folding cartons, corrugated, wide format and digital printing. HYBRID Software is a subsidiary of Hybrid Software Group.

For more information, visit [www.hybridsoftware.com](https://eur02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.hybridsoftware.com%2F&data=05%7C01%7Clodea%40adcomms.co.uk%7C0d6d84f0b5a441faf32a08db140a86dc%7C4ed3e69fbff14a35b4253801f8045f3f%7C0%7C0%7C638125807686811800%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=8K6iQkJJrFohRihDV1Fy%2BQ7rjlDPysqGTSwFttPVxxg%3D&reserved=0) or contact: [marketing@hybridsoftware.com](mailto:marketing@hybridsoftware.com)

**For further information contact:**

Daniel Porter Christopher Graf, Chief Marketing Officer

AD Communications Hybrid Software

E: [dporter@adcomms.co.uk](mailto:dporter@adcomms.co.uk) E:[christopherg@hybridsoftware.com](mailto:christopherg@hybridsoftware.com)

Tel: +44 (0)1372 464470 Tel: +49 761 70 776 710