**6th April 2023**

**Fujifilm’s latest alliance with Nordmeccanica boosts its strategic partnership programme designed to support a ‘plug and play’ production environment for its upcoming Jet Press FP790 digital inkjet press**

Nordmeccanica, a world leader in the manufacture of coating, laminating and metallising technology, is the latest strategic partner announced by Fujifilm to further deliver production benefits for customers of its upcoming Jet Press FP790 digital inkjet flexible packaging solution.

This latest partnership agreement with Nordmeccanica follows recent announcements of alliances with HYBRID Software and Henkel Adhesive Technologies, and marks another milestone in Fujifilm’s drive to partner with leading suppliers and technology experts for its Jet Press FP790 press, from across the flexible packaging industry.

The partner organisations have worked closely to complete a series of test production trials to assess compatibility of output from Fujifilm’s Jet Press FP790 digital inkjet press, for the flexible food packaging sector. The most recent involved working with Nordmeccanica’s Simplex range of two-layer laminating machines for solvent-less adhesives, which took place at Henkel’s test laboratory.

Explains Raynald Barillot, Category Manager, Digital Packaging at Fujifilm Graphic Communications EMEA, “The clear objective for our new FP790 has been to offer customers an inkjet press that not only produces the best possible printed output, but that delivers on its potential from day one, for a quicker return on investment. For that to be possible, it’s essential for it to work seamlessly with existing best-in-class technologies – be that front-end software, substrates & adhesives or post-press solutions.

“By collaborating with renowned and leading manufacturers of pre-press and post-press technologies, we can clearly demonstrate that our new Jet Press FP790 is fully compatible and integrates effortlessly into existing production environments offering a ‘plug and play’ digital solution that delivers the highest quality finished packaging with minimal testing, training or setup.”

Michele Zanutto, R&D and Technology Director at Nordmeccanica is also excited by the opportunity that Fujifilm’s new Jet Press FP790 water-based digital inkjet press offers packaging converters in terms of presenting a true sustainable production workflow. Says Zanutto, “The flexible packaging market is constantly looking at ways to improve its environmental footprint, while still addressing the requirements of its customers for quality, functional and creative packaging solutions.

He continues, “The environmental benefits of Fujifilm’s new digital water-based press, combined with Henkel’s solvent-free adhesives and our solvent-less lamination technology, completes a ‘closed loop’ in terms of delivering a truly sustainable and environmentally friendly production environment. In addition, it will enable packaging converters to remain compliant with the increasingly stringent environmental regulations that are now commonplace throughout our industry.”

Fujifilm’s new Jet Press FP790 digital inkjet flexible packaging solution will feature on Fujifilm’s stand F65 in Hall 8a at interpack 2023, together with test samples of output completed using Nordmeccanica’s Simplex range of solvent-less laminators.

**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 Nordmeccanica**

Established in 1978, Nordmeccanica is a world leader in the manufacture of coating, laminating and metallizing machinery for the flexible packaging, industrial and pharmaceutical sectors.

Headquartered in Piacenza, Italy, the Nordmeccanica Group operates through five plants: three are located in Italy, one in China and one in USA and two direct service operations in India and Argentina. The company also operates through a network of representatives covering 87 countries worldwide.

[www.nordmeccanica.com](https://www.nordmeccanica.com)

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