**4th May 2023**

**Fujifilm reveals upcoming commercial availability of the Jet Press FP790 digital flexible packaging press at interpack 2023**

*First announced in 2021, the Fujifilm Jet Press FP790 is Fujifilm’s first digital flexible packaging press. Following successful beta trials in Europe, the USA and Japan, it will be commercially available in late 2023*

Fujifilm Europe today announces more details about its new digital flexible packaging press, which will be featured on the Fujifilm stand at interpack 2023. The new press applies Fujifilm’s industry-leading inkjet technologies and expertise to flexible packaging, offering packaging printers and converters the opportunity to adapt to changing market dynamics that are driving shorter print runs and product life cycles, faster delivery times and more sustainable production, whilst also adhering to the regulatory requirements and production standards of flexible packaging.

Offering the ability to print digitally, with all the benefits of digital production, the groundbreaking performance of the Jet Press FP790 also means it is capable of producing both mainstream flexographic and rotogravure quality jobs.

The press runs at extremely high productivity levels of 50 m/min irrespective of the ink colours, and has a very high uptime, contributing to the overall performance. It is also capable of producing ultra-high quality print with a remarkably wide colour gamut, along with having two white ink channels for delivering high white opacity which matches or outperforms current analogue standards.

The Jet Press FP790 has also been designed to fit seamlessly into existing production processes with no other capital investments required, and offers a much more sustainable solution than its analogue counterparts.

**Jet Press FP790 key features:**

**High productivity**

Productivity of 50 m/min no matter the number of colours, combined with high machine uptime and the ability to change printing jobs and design adjustments within a matter of minutes means extremely high production efficiency.

**Wide colour gamut and ultra-high quality**

1200 X 1200 dpi resolution printheads in combination with CMYK inks, enable the Jet Press FP790 to deliver extremely high colour density. The press can also achieve more than 90% of the Pantone® colour gamut, while also using two white ink channels for delivering high white opacity, all with unprecedented colour stability. The wide colour gamut allows converters to achieve special brand and spot colour matching with no need for additional

special inks.

**A more sustainable print process**

Fujifilm employs environmentally friendly water-based primers and inkjet technologies, which meet or exceed all regulatory requirements for flexible packaging printing. The Jet Press FP790 is also able to minimise waste, reduce the number of consumables associated with traditional analogue production, and totally eliminate all elements of the plate-making process.

**Fits into existing production environments**

To ensure the Jet Press FP790 is able to integrate seamlessly into existing production environments, Fujifilm is entering into multiple strategic partnerships and has recently announced the first three of these. These partnerships, with Henkel, for laminating adhesives, Nordmeccanica for finishing solutions, and Hybrid software for the DFE workflow, have enabled Fujifilm to rigorously test the new press ahead of its commercial availability. More partnerships will be announced in due course.

By collaborating with such renowned manufacturers of pre-press and post-press technologies, Fujifilm can clearly demonstrate that its new Jet Press FP790 is fully compatible with standard systems and processes, and is able to integrate effortlessly into existing production environments offering a ‘plug and play’ digital solution to deliver the highest quality finished packaging with minimal testing, training or setup.

Manuel Schrutt, Head of Packaging, Fujifilm EMEA comments: “Fujifilm has built a reputation for excellence in inkjet technology over many years. This hard-won expertise has now been adapted for the specific requirements of the flexible packaging market – drawing also on Fujifilm’s extensive experience supporting packaging printers with inks, curing systems, plates and imprinting solutions. Offering exceptional quality, seamless integration, and excellent reliability and productivity, the Jet Press FP790 offers a new level of combined quality, productivity and reliability in a digital packaging press.”

For more information, visit the Fujifilm stand F65, Hall 8a or visit:

[print-emea.fujifilm.com/interpack2023](https://print-emea.fujifilm.com/interpack2023?utm_source=referral&utm_medium=pr&utm_campaign=Packaging%20KQeJM1vmsldbof15hLSE%3D&reserved=0)

**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.

**For further information contact:**

Daniel Porter

AD Communications

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

Tel: +44 (0)1372 464470