**4th May 2023**

**Fujifilm introduces new high performance PDW4260 flexo water-wash processor for the flexible packaging and repro house market at interpack 2023**

Fujifilm Europe today announces that it has expanded its line-up of intelligent flexo water-wash processors with the introduction of the new PDW4260 designed for the demands of the flexible packaging and repro house market. The new processor offers the ideal solution for medium to large flexographic businesses looking to bring plate making in-house and repro houses looking to increase productivity as well as move to a more sustainable and efficient plate making process.

The auto-feed design of the new PDW4260 processor delivers easy access for mounting and washing Flenex FW plates, and its built-in air knife and spray bars offer efficient cleaning and pre-drying. When used in conjunction with Fujifilm’s renowned and trusted Flenex FW water-washable plates, the new processor offers the industry’s fastest total plate-making times.

The high quality design of the PDW4260 processor ensures consistent, reliable performance even in the most demanding environments. Its robust filtration system and best-in-class waste water capabilities further enhance production efficiencies by reducing downtime between cleanings, keeping consumable costs to a minimum as well as reducing its environmental impact. In addition, its back and forth orbital rotation achieves excellent relief washout, resulting in clean dot reproduction for high definition printed output.

Manuel Schrutt, Head of Packaging, EMEA says: “At Fujifilm, we are constantly looking at technologies that will not only enhance productivity for our customers, but also deliver on sustainability. Our new PDW4260 processor and Flenex FW plates utilise the highest quality sustainable water-wash technology, eliminating the use of environmentally harmful solvents. And, being more durable than most alternatives, fewer plate changes are required and less waste generated, speeding up throughput, and allowing for more sustainable and cost-efficient productivity while consistently producing the highest quality output.”

The PDW4260 processor is one of a number of new Fujifilm product announcements at interpack 2023, which in combination clearly demonstrate Fujifilm’s ongoing commitment to developing a range of productivity-enhancing and sustainable analogue and digital solutions capable of addressing the ever growing demands of all sectors of the packaging market.

To find out more, visit Fujifilm at interpack 2023, 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)

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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.

**For further information contact:**

Daniel Porter

AD Communications

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

Tel: +44 (0)1372 464470