**6th September 2023**

**Fujifilm Europe appoints David Parker as Category Manager, Analogue Packaging, EMEA**

Fujifilm Europe is pleased to announce the appointment of David Parker as Category Manager, Analogue Packaging, EMEA, reporting to Manuel Schrutt, Head of Packaging, Fujifilm EMEA. Within this role, David, a recognised pre-press and platemaking specialist, will manage analogue products across Fujifilm’s Flenex product portfolio including water-wash flexo plates, processors, CTP devices and software solutions. David will support Fujifilm customers, prospects, partners and sales teams with all technical and product related topics. Additionally, he will manage and grow Fujifilm’s partner network and continue to develop new products to ensure Fujifilm’s product portfolio stays relevant to allow the Fujifilm sales teams to offer full end-to-end solutions to customers.

David previously worked at Fujifilm as UK Packaging Sales Manager from November 2021 – 2022 and joins Fujifilm again after working as Sales Manager for Miraclon. David has more than 20 years of experience working within the printing industry across various press-room production and business development roles. He prides himself in understanding and tailoring client requirements and helping to implement sustainable processes.

David is well known and respected within the printing sector and within Fujifilm by colleagues, partners and long-term customers. He will visit existing and potential partners and customers to create new connections in order to aid Fujifilm’s continual growth. He will also work to promote the synergies of Fujifilm’s unique analogue and digital solutions.

David Parker comments: “I am delighted to be joining Fujifilm’s packaging team once again. It is an exciting time for Fujifilm as the packaging sector continues to innovate and become a growing focus and I am thrilled to be an integral part in driving this forward.”

Manuel Schrutt, Head of Packaging, Fujifilm EMEA, comments: “David’s appointment marks an exciting time within Fujifilm’s strategy to promote Fujifilm as an integrated packaging supplier. David’s previous knowledge and experience of both Fujifilm and the industry prove that he is an ideal fit for this role. His expertise is greatly valued here at Fujifilm and we are truly excited to have him on board.”

**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.

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