**7th September 2023**

**EGGER Druck & Medien investment in Jet Press 750S drives business growth**

*The Jet Press 750S will help the German packaging company to win more short run work and offer fast, high quality samples to its customers*

Established five generations ago by the Egger family, EGGER Druck & Medien has more than 150 years of experience producing a variety of high quality printed products, including a range of tailor-made folding carton boxes and other packaging. The company specialises in high value solutions for high-end products across multiple industries, including cosmetics, pharmaceutical, lifestyle, and beverage. The premium print and packaging company has 62 employees.

The Jet Press 750S, installed in April 2023, has revolutionised the company’s business approach, enabling them to target short run work for the first time, while also providing customers and prospects with quick and cost-effective samples.

"The Jet Press 750S has marked a significant strategic shift for us, positioning EGGER among the quickest and most competitively priced providers of samples for tailor-made packaging solutions," says Xaver Egger, Managing Director of EGGER. "The decision to invest in the Jet Press 750S was influenced by its exceptional printing quality, which outperformed rival systems. This investment has not only allowed us to better meet the demands of our customers but has also propelled our company's growth."

EGGER is using the Jet Press to print to folding carton board, with a minimum run of just one, and typically using standard materials from their online shop. Being able to print extremely low quantities profitably, and at extremely high levels of quality, has enabled the company to target small volume orders for high end customers – while the ability to produce high quality samples has helped them to win new work.

In an ever-evolving printing industry, EGGER acknowledges the challenges they face. Xaver Egger explains, "The current print landscape is characterised by a growing number of price-sensitive customers, resulting in an uncertain economic outlook. We have observed a shift in demand with reduced run lengths and expanding product portfolios. However, with the Jet Press 750S investment, we have gained a competitive advantage through the ability to offer cost-effective and rapid prototypes."

Mr Egger continues, “At EGGER we are thrilled with this investment, and we are satisfied with the assistance that Fujifilm has provided us with. We would highly recommend the Jet Press 750S as it has not only broadened our business offering, but also elevated the quality of our printed results, enhancing our products and services.”

Taro Aoki, Head of Digital Press Solutions, Fujifilm Europe comments: “The Fujifilm Jet Press 750S has been setting the standard in commercial print and folding carton packaging for many years now. We’re delighted to see another widely respected packaging company recognise its potential to transform their business. We look forward to a long and successful partnership with them.”

**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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