**25th September 2023**

**Infigo partners with Fujifilm to provide web-to-print solutions with the Jet Press FP790**

Fujifilm is thrilled to announce a new partnership with Infigo, the pioneering leader in cloud-based web-to-print and marketing automation solutions. The partnership will enable Fujifilm to provide customers with an extensive web-to-print offering alongside the Jet Press FP790, Fujifilm's inkjet press for flexible packaging.

First announced in 2021, the Jet Press FP790 is Fujifilm’s first digital flexible packaging press. The 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.

Announced at Labelexpo Europe 23, one of the largest events in the global label and packaging sector, the partnership will provide customers with a comprehensive and versatile suite of solutions and services. This will empower businesses to create, manage, and deliver dynamic print and marketing materials.

**“Redefining the future of print and marketing technology.”**

Paul Bromley, Head of Global Sales for Infigo, said: “We have seen the Infigo customer base increase its need for ‘micro print runs’ which ultimately aligns to digitally printed solutions meeting this increasing demand. And this demand is only set to continue.

“The collaboration between Infigo and Fujifilm represents a bold step towards redefining the future of print and marketing technology. By combining our respective strengths, we will provide a tailored range of solutions that enable printers to streamline processes, reduce costs and reduce their carbon footprint. All of which offers businesses the flexibility to create, manage, and deliver dynamic print and marketing materials.

“We are excited to work with one of the innovation industry leaders and well-respected Jet Press FP790 technology in the space.

Bromley continued: “Once again, it clarifies the vision of industry leaders to show that technical software innovation must be readily available for the market to achieve more in the 21st century.”

**“A new era of possibilities”**

Christopher Minn, Head of Global Marketing for Infigo, explained that the partnership between Infigo Software and Fujifilm signals a new era of possibilities for the print industry. Together, the two organisations are committed to delivering the highest quality, most personalised, and eco-conscious print and marketing solutions to businesses worldwide.

Christopher said: “It is always nice to form new partnerships in this very unique and special industry, but working alongside a company like Fujifilm and forming the partnership here at Labelexpo in Brussels is great as we are all together in one place.”

**Shifting customer demand**

Chris continues, “The shift and demand on the PSP to switch mindset and deliver jobs of greater individual volume rather than a large volume of the same print job. We call it ‘1,000,000 x1 rather than 1x 1,000,000’. The partnership with Fujifilm will only allow Infigo to support its customers further with this change.

Ralf Petersen, Workflow & Solution Consultant, Packaging, Fujifilm EMEA comments: “Infigo is a renowned web-to-print software provider within the industry, and the perfect partner to maximise the potential of our new digital flexible packaging offering. We are delighted to be partnering to provide complete end-to-end solutions to our customers. Infigo’s web-to-print solution is the perfect fit for our digital strategy and we are confident that this workflow addition will continue to provide our equipment and our customers with added value as we continue to evolve within the packaging space.”

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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**About Infigo**

We are the leading provider of personalised print and e-commerce solutions, successfully delivering an innovative web-to-print platform that is supported by a world-class team.

Our fully configurable and scalable solution allows businesses in a wide range of industries, including printing, packaging and labelling, to create uniquely branded e-commerce storefronts with a powerful personalisation editor. Our aim is to simplify the entire ordering and fulfilment process, through partner integrations and automation.

For more information, visit our website www.infigo.net or contact Chris Minn on
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