**20th December 2023**

**Fujifilm announces Packaging Open House event from 12th – 15th February**

Fujifilm will host a Packaging Open House event from 12th-15th February 2024 at the beta-site of its new Jet Press FP790 digital flexible packaging press in the UK. The four-day event will showcase Fujifilm’s extensive range of analogue and digital packaging solutions. One day of the event is set aside as a press & media day, with the other three days for current and prospective customers and brand owners.

The open house will feature a workshop led by Europe’s first Jet Press FP790 beta customer. Fujifilm’s ground-breaking digital flexible packaging press was officially launched at interpack 2023, and the first European beta trial has been hugely successful. The customer will share their experiences working with the press, details of their wider partnership with Fujifilm, and will conduct a demonstration of the machine in action.

In addition to the Jet Press FP790, a range of digital and analogue solutions will be on display.

A range of workshops will take place, with topics to include: the future of inkjet technology for packaging; a showcase of printed samples; presentations from Fujifilm partners Nordmeccanica, Infigo, Henkel, Hybrid and many more, as well as further live print demonstrations on the Jet Press FP790.

Manuel Schrutt, Head of Packaging, Fujifilm EMEA comments: “In the past year, there have been a number of very exciting developments to our packaging portfolio, with the launch of the Jet Press FP790 a particular highlight. At Fujifilm we are digital, we are analogue and we are sustainable, and the innovations across our packaging portfolio in 2023 have really underlined our commitment to all parts of the sector. Following very successful events at interpack and Labelexpo this year, we are looking forward to sharing the very latest developments and of course the groundbreaking Jet Press FP790 in action live for the first time in Europe.”

**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, or youtube.com/FujifilmGSEurope or follow us on @FujifilmPrint.

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