**31st January 2024**

**Fujifilm reveals identity of first Jet Press FP790 customer outside of Japan**

*Eco Flexibles, based in Northampton, UK, has confirmed its investment in Fujifilm’s new digital flexible packaging press following a successful beta trial*

Eco Flexibles has been a Fujifilm Flenex FW plates customer for many years, and has now expanded its Fujifilm investments into digital, becoming an early investor in the Jet Press FP790; the first outside of Japan. The press is installed at the company’s new state-of-the-art 40,000 sq. ft factory in Northampton. Working closely with retailers, brand owners, and food manufacturers, Eco Flexibles develops recyclable mono-polymer flexible and paper-based packaging solutions that provide equivalent or improved performance over incumbent mixed plastic designs.

“Unlike conventional digital presses that rely on toners and electrographic inks, the Jet Press FP790 uses water-based inks to ensure superior performance while further driving down carbon impact. This is a transformative moment for the flexible packaging industry in the UK, and for us as a business," stated David Smith, General Manager at Eco Flexibles. "Our mission is to make recyclable mono-polymer and paper packaging more accessible for brand owners, and with this multi-million pound investment, we’re providing our customers with digital press technology with all the benefits that attract – very short run and variable data printing, fast turnaround and outstanding graphic performance that more than rivals traditional analogue print techniques. We are setting a new benchmark in quality and sustainability."

The Jet Press FP790 installed by Eco Flexibles offers unparalleled versatility, capable of printing on film and paper. With a 790mm wide capacity, the machine is a formidable addition to Eco Flexibles' production capabilities.

Eco Flexibles can now achieve:

• Class-leading production speeds with no make ready and changeover downtime

• Extended colour gamut - more than 90% of Pantone colours without more costly spot colour inks

• Water-based inks with 1200 dpi x 1200 dpi resolution for sharp, high quality images

• An integrated inspection tower for real-time quality control

• Reductions in lead times, thanks to the elimination of setup requirements

David adds: “There’s a good reason that Fujifilm is such an established and respected name in print, and it’s why we feel so comfortable investing in the first machine of its kind in Europe. We are in a sustainability-centric market where ‘good enough’ is no longer good enough for brands; we must be constantly pushing harder for lower carbon emissions and higher quality. Eco Flexibles has been a pioneer in many ways, and with our latest investment, we’re further driving home the message that sustainable flexible packaging doesn’t need to be a concession or come with sacrifices. With a partner like Eco Flexibles in your corner, and technology such as the Jet Press FP790, you can truly have it all.”

Manuel Schrutt, Head of Packaging, Fujifilm EMEA comments: “We are delighted to announce the first installation of the Jet Press FP790, outside of Japan. The launch of this innovative press marked an exciting time for us in terms of evolving our range of digital packaging solutions. Our expertise within inkjet technology has now been adapted to meet the requirements of the mainstream flexible packaging market. We look forward to seeing how the investment helps Eco Flexibles to grow their business further, and showcasing this at our very own Packaging Open House.”

Fujifilm is hosting a Packaging Open House event at the Eco Flexibles premises on 14th and 15th February 2024. The event will showcase Fujifilm’s full range of digital and analogue solutions, and will provide the first opportunity for prospective customers to see the Jet Press FP790 in action in person.

The event is invitation only. If you would like to register your interest, please do so at: [https://fujifilmprint.eu/lp/packagingopenhouse/](https://fujifilmprint.eu/lp/packagingopenhouse/?utm_source=referral&utm_medium=pr&utm_campaign=Packaging)

To learn more about Eco Flexibles, please visit [www.ecoflexibles.com](http://www.ecoflexibles.com)

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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 [fujifilmprint.eu](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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