**28 May 2024**

**Fujifilm announces two new customers, and three new orders, for its Jet Press FP790 for flexible packaging**

*Vedreine Packaging and Dettmer Delo Verpackungen become the second and third companies in Europe to invest in Fujifilm’s flagship inkjet press for flexible packaging*

Fujifilm today announces the second and third customers of the Jet Press FP790 in Europe. French-Swiss company Vedreine Packaging Group has invested in two Jet Press FP790 presses for its Switzerland facilities and Dettmer Delo Verpackuneng, based in Lohne, Germany has also invested in a Jet Press FP790. The installations are set to take place in late 2024 and represent a strategic enhancement of each company's commitment to providing innovative and responsive packaging solutions.

These announcements follow that of Eco Flexibles earlier this year – the first European customer to invest in the Jet Press FP790. Eco Flexibles has since then also invested in a second press, setting a benchmark in the industry and encouraging other companies to adopt this innovative technology.

French-Swiss company, Vedreine Packaging Group, headquartered in France and renowned for its expertise in the confectionery, chocolate, dairy products, and pharmaceutical packaging sectors, has been implementing a comprehensive investment plan since 2018. “Our company prides itself on staying one step ahead, so that our customers have the peace of mind of having solutions that cater to their needs,” says Pierre Vedreine, CEO. The acquisition of two Jet Press FP790 presses underscores the company's dedication to anticipating market needs and maintaining its competitive edge. This latest addition will be installed at Vedreine Packaging’s facility in Baar, Switzerland, which has recently been expanded.

Vincent Catala, Sales Director at Vedreine Packaging, noted, "The choice of digital printing is a strategic response to the changing market landscape. The decline in average print runs, readjusted forecasts, and dynamic marketing developments all drive us to expand our commercial offerings. Digital printing complements our traditional tools and enhances our ability to meet customer needs."

Similarly, Dettmer Delo Verpackungen, is a prominent player in the German packaging market, offering a wide range of packaging products and services, catering to various industries including food and beverages, pharmaceuticals, cosmetics, and more. The family-owned business specialises in flexible packaging and is one of the largest flexible packaging producers in Europe, with some major brand customers. The company has 17 existing flexo presses on site, with the Jet Press FP790 marking their first investment into digital technology.

Ralf Wilkens, Managing Director, Dettmer Delo Verpackungen comments: “Our investment in the Jet Press FP790 marks our first venture into digital printing technology. This cutting-edge technology will enable us to better serve our customers with more flexible and efficient packaging solutions. We chose Fujifilm as a trusted partner as they are renowned for their digital technology. This investment marks a pivotal step in our journey to remain at the forefront of the packaging industry, ensuring high quality service and innovative solutions for our leading customers.”

Raynald Barillot, Category Manager, Digital Packaging, EMEA commented, "We are thrilled to see leading European companies like Vedreine Packaging and Dettmer Delo Verpackungen investing in the Jet Press FP790. This advanced technology will undoubtedly help them achieve greater efficiency and innovation in their packaging solutions. Working with such forward-thinking and dynamic companies has been a rewarding experience for Fujifilm, and we look forward to continuing our successful partnerships."

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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://fujifilmprint.eu/) or at youtube.com/FujifilmGSEurope or follow us at @FujifilmPrint.

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