**4th June 2024**

**Eco Flexibles invests in second Jet Press FP790**

Fujifilm today announces at drupa 2024 that Eco Flexibles, a sustainability-focused flexible packaging specialist, has invested in its second Jet Press FP790, following the initial sale announced earlier this year. The second investment comes as a result of unprecedented demand from customers for work printed on the company’s existing Jet Press FP790.

The Northampton-based printing company became the first outside of Japan to install the water-based inkjet digital press, which is located at its newly opened 40,000 ft2 production site and headquarters. Now less than 12 months later, a second order has been placed. The first press forms the heart of an overall digital flexible packaging production environment, including slitting and lamination.

Fujifilm’s Jet Press FP790 prints CMYK+WW at 50m/min, with a 1200x1200 dpi resolution. Two digital white channels can achieve an opacity of 55-58%. Handling substrates up to 790mm in width, the press is targeted at industrial-scale digital flexible packaging production, combining the throughput of flexo with the quality of gravure and the flexibility of digital.

Mainstream digital flexible packaging production is a rapidly advancing market, being progressed by both new technologies and evolving market needs and demands. It is this market that Eco Flexibles has sought to target, and which it has successfully appealed to, having made its initial investment a little over a year ago.

Since completing the beta test phase with the first press and commercialising the production process, Eco Flexibles has experienced first-hand the level of appetite and demand from brand owners for the capabilities of the Jet Press FP790. These include customers big and small, operating in markets as diverse as confectionery, snacks, protein and fresh produce, where speed to market is paramount. Brands are using Eco Flexibles’ digital flexible packaging manufacturing capability to produce runs from 1,000 Sq.M up to 20,000 Sq.M.

Simon Buswell, Sales and Marketing Director at Eco Flexibles said: “2024 is proving to be quite the year for Eco Flexibles. We made a significant investment in our first Fujifilm Jet Press FP790 last year and now, not even 12 months later, we have experienced such significant growth that it has put us in the position to order a second press.”

Simon adds: “Our mission has always been to make recyclable monopolymer and paper packaging more accessible for brand owners, and we are delivering just that. We’re reinforcing the fact that sustainable flexible packaging doesn’t require compromise or sacrifices.”

Manuel Schrutt, Head of Packaging, Fujifilm EMEA comments: “We are delighted to see the significant growth Eco Flexibles has experienced since installing their first Fujifilm Jet Press FP790. It’s exciting to be on the journey with them and share their success. A second order in such a short time frame is testament to the first-class work ethic of their highly skilled team, combined with our expertise in inkjet technology. It’s a perfect match that is exceeding customer expectations for digital flexible packaging solutions.”

To learn more about the Jet Press FP790 visit Fujifilm at drupa on Stand A02, Hall 8b.

**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 fujifilmprint.eu or [youtube.com/FujifilmGSEurope](http://www.youtube.com/FujifilmGSEurope) or follow us on @FujifilmPrint.

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