**18th July 2024**

**Kartongbolaget invests in Fujifilm Jet Press 750S at drupa 2024**

*Kartongbolaget, a leading Swedish provider of high-end packaging solutions, has invested in Fujifilm’s Jet Press 750S at drupa 2024 to advance its packaging capabilities, while prioritising sustainability*

Kartongbolaget has established itself as a pioneer in tailored packaging solutions for global brand owners. With an 80-year legacy rooted in tradition and excellence, the company continues to evolve, embracing cutting-edge technologies to meet the dynamic needs of its clients. The investment in Fujifilm’s Jet Press 750S represents Kartongbolaget’s dedication to advancing its capabilities while prioritising sustainability.

"We have always aimed to deliver high-level print effects and tailor-made solutions that captivate consumers," said Joakim Johansson, CEO, Kartongbolaget. "Fujifilm’s Jet Press 750S aligns perfectly with our vision of offering premium packaging with enhanced environmental benefits. This investment ensures we remain at the forefront of the industry, providing our clients with exceptional quality and timely solutions.”

Joakim continues: “Kartongbolaget’s decision to invest in the Fujifilm Jet Press 750S follows extensive evaluation and testing at various tradeshows. We were impressed by the machine's exceptional performance, quality and environmental credentials. The Jet Press 750S features water-based inks, a significant shift from traditional methods, ensuring safer and more eco-friendly production processes, especially crucial for foodstuff, cosmetics, and perfume packaging.

"We were particularly impressed with the Jet Press 750S’s ability to handle 90% of the Pantone scale, uptime and productivity surpassing our previous solutions," Joakim added. "The machine's versatility in handling both small and large jobs with various versions makes it a perfect fit for our diverse clientele.

“We have built a reputation for excellence in packaging through dedication to quality and customer satisfaction. Fujifilm’s Jet Press 750S enhances our ability to deliver on these promises, providing faster turnaround times and superior print effects, including embossing and hot foil applications. The digital capabilities of the Jet Press 750S also allow for efficient handling of variable data printing, further catering to the unique needs of each client.

"Time to market is critical in today’s business landscape," Joakim emphasised. "With the Jet Press 750S, we can respond swiftly to customer demands, ensuring their products stand out on the shelves. The support and value provided by Fujifilm have been exceptional, reinforcing our decision to integrate this technology into our operations."

"We are delighted that Kartongbolaget has chosen the Jet Press 750S to enhance their packaging solutions," said Taro Aoki, Head of Digital Press Solutions, Fujifilm Europe. "Our goal is to provide innovative and sustainable printing technologies that empower our customers to achieve outstanding results, making it an ideal choice for companies like Kartongbolaget who are dedicated to excellence and sustainability. We look forward to seeing how this investment enhances their business capabilities further."

Learn more about Fujifilm’s commercial printing solutions:

<https://fujifilmprint.eu/commercial-sector/>

**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](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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