**22nd July 2024**

**Fujifilm appoints Tony Lock as Head of Packaging for UK and Ireland**

*With over 30 years of experience in the print and packaging industry, Tony will oversee the expansion and strategic growth of Fujifilm's packaging division in the UK*

Fujifilm today announces that Tony Lock has joined Fujifilm as Head of Packaging for the UK and Ireland. Tony joins Fujifilm after a distinguished career in the printing sector, where he has held various leadership positions in technical, sales, marketing and general management roles. In recent years, Tony has focused on the packaging industry, making significant contributions and gaining deep insights into the market dynamics. His appointment marks a strategic step for Fujifilm as the company continues to invest in and expand its packaging solutions.

Tony Lock expressed his enthusiasm for his new role, stating, "I've been in print for over 30 years, and the packaging world is an incredibly exciting part of the industry. Fujifilm's investment in packaging solutions and its vision to lead in this sector are what attracted me to this role. I'm excited to be part of this journey and look forward to contributing to Fujifilm's success in the packaging market."

Fujifilm experienced tremendous success at drupa, showcasing an expanded product lineup and a variety of new products, with those in the packaging sector garnering significant attention. The award-winning Jet Press FP790 emerged as one of the event's key highlights. The appointment of Tony Lock as Head of Packaging is expected to drive further success, leveraging his expertise to enhance product development and market reach in this crucial sector.

Tony's responsibilities will encompass all parts of the packaging sector, including flexible packaging, folding cartons, and labels. He will work closely with Fujifilm's growing packaging team to drive innovation and help deliver innovative solutions to the market.

Reflecting on his first days at Fujifilm, Tony said, "It's been an exciting start, and I'm eager to engage with our customers and partners. The support and technology at Fujifilm are remarkable, and I'm confident that we can achieve great things together."

Tony will begin engaging with customers in the coming weeks, focusing on strengthening relationships and exploring new opportunities to enhance Fujifilm's presence in the packaging industry.

Andy Kent, General Manager at Fujifilm UK Graphic Communications comments, "Fujifilm's vision is to become a leader in the packaging sector, and Tony's extensive experience and passion for the industry make him the perfect person to lead this journey in the UK and Ireland. We are delighted to welcome Tony to our team and are confident that his expertise will drive our packaging business to new heights."

To find out more about Fujifilm’s Packaging solutions:

<https://fujifilmprint.eu/label-packaging-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://fujifilmprint.eu/), or [youtube.com/FujifilmGSEurope](http://www.youtube.com/FujifilmGSEurope) or follow us on @FujifilmPrint.

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