**10th September 2024**

**Pipi Print and Packaging Ltd enhances capabilities with Fujifilm Jet Press 720S Investment**

Pipi Print and Packaging, based in Leicestershire, UK, is proud to announce the successful installation of its first digital press, the Fujifilm Jet Press 720S. This investment, initiated in March and fully operational since July, highlights the company’s commitment to innovation and sustainability in the packaging sector.

Pipi Print and Packaging is a family-owned business established in 1982, beginning as a small commercial print operation run from a terraced house. Over the years, it has grown into a major provider of printed cartons and labels, now operating from a 42,000-square-foot manufacturing plant. Serving a wide range of industries, including cosmetics, healthcare, decorative, and pharmaceuticals, Pipi Print and Packaging is renowned for its high quality, bespoke packaging solutions.

Hitesh Parmar, Sales Director, at Pipi Print and Packaging, comments: “The decision to invest in the Fujifilm Jet Press 720S was driven by the need to improve production speed, reduce waste, and maintain superior colour consistency. As our first investment in a digital press, the Jet Press 720S has revolutionised our operation. This efficiency, along with the excellent colour consistency and reduced waste, is a significant advancement for our company.

“This new capability has allowed us to enhance our service offerings, particularly by enabling lower minimum order quantities (MOQs), making us an ideal partner for start-up brands. The investment aligns with our commitment to sustainability, as the Jet Press 720S significantly reduces paper waste and eliminates the need for extensive make-ready sheets.” He added.

Raj Parmar, Managing Director, at Pipi Print and Packaging, comments: “This is a groundbreaking investment for us which has quickly revolutionised our work flow. The turnaround times from artwork approval have proven to be phenomenal. We look forward to building a long term partnership with Fujifilm.”

Martin Fairweather, National Digital Business Development Manager, Fujifilm UK said, “We are delighted that Pipi Print and Packaging has chosen the Jet Press 720S to enhance their digital printing capabilities. It’s been a pleasure to work with such a forward-thinking company that values both quality and sustainability. We are confident that this press will help them achieve their operational goals and open up new opportunities in the packaging market.”

Pipi Print and Packaging will be showcasing their latest investment and discussing its benefits at London Packaging Week. Visitors are encouraged to stop by their stand F14 to learn more about how they can benefit from Pipi Print and Packaging’s service offering with the Fujifilm Jet Press 720S.

**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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