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**Fujifilm strengthens European packaging team with key appointments**

Fujifilm Europe today announces two key appointments to its expanding packaging division – Adil Kabel and Tommy Segelberg – as the company strengthens its commitment to meeting the surging demand for innovative packaging solutions across the continent.

Adil Kabel, who has an extensive knowledge of Fujifilm's product portfolio, will take on the responsibility of Sales Manager, Packaging for Benelux. This strategic move reflects Fujifilm's dedication to providing comprehensive support and expertise to its customers in the region. Mr. Kabel will support the existing team in Benelux and oversee the packaging activities, ensuring seamless integration of sales and technical expertise to drive packaging growth in the region.

Commenting on his appointment, Kabel said: “I'm looking forward to this new challenge and bringing my extensive product and industry knowledge, and years of experience to help packaging businesses in Benelux.”

Tommy Segelberg transitions from his role as Business Lead, Nordics to assume the position of Segment Manager, Digital Packaging for the EMEA region. This strategic shift allows Segelberg to apply his commercial acumen and intensive experience to drive sales, foster key partnerships, and spearhead business development initiatives across the entire EMEA region, focussing especially on Fujifilm’s flagship digital packaging press, the Jet Press FP790.

Segelberg added: "It's an exciting time to be leading Fujifilm's digital packaging efforts in EMEA. The Jet Press FP790 offers unique advantages to our customers, and I'm eager to further expand its presence in the market.”

Both Kabel and Segelberg will report to Manuel Schrutt, Fujifilm’s Global Director of Business Strategy for Packaging.

Schrutt comments: “These key appointments within our team signify an exciting phase in Fujifilm’s strategy to solidify our position as a leading integrated packaging supplier and showcase our commitment to meeting increased demand across the market”. Schrutt adds, “Adil’s proven track record and deep understanding of our product portfolio, coupled with Tommy’s commercial acumen and market knowledge, will be instrumental in accelerating our growth and delivering exceptional value to our customers.”

The expansion of the EMEA packaging leadership team, with Kabel and Segelberg in their new roles, will allow other senior members, including Raynald Barillot, Category Manager, Digital Packaging, and Manuel Schrutt himself, to focus their expertise on advancing Fujifilm's product and technology portfolio, and expand to other regions of the world.

Schrutt concludes: “With a strong team in place and a clear vision for the future, Fujifilm is poised to capitalise on emerging opportunities and solidify our position as a trusted partner for businesses across EMEA seeking innovative packaging solutions.”

**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.

**For further information contact:**

Daniel Porter

AD Communications

E: dporter@adcomms.co.uk

Tel: +44 (0)1372 464470