**30th June 2025**

**Fujifilm to showcase extensive range of analogue and digital print solutions at Labelexpo 2025**

Fujifilm will return to Labelexpo, Barcelona this year, on stand 5D73, continuing its theme of ‘Analogue. Digital. Sustainable.’ with an emphasis on innovation as the company introduces new technologies that highlight ongoing commitment to driving progress in the label and packaging industry.

The stand will once again feature analogue and digital zones, offering an immersive experience that reflects Fujifilm’s commitment to supporting traditional print processes while accelerating its shift to digital.

In the analogue area, live flexo plate production will be taking place using Fujifilm’s Flenex FW water-wash plates. This setup will showcase how fast and efficient high quality platemaking can be, with complete platemaking cycles taking less than 40 minutes. Alongside this, there will be demonstrations of Fujifilm’s LuXtreme LED UV system and CuremaX inks and varnishes, underlining Fujifilm’s expertise in providing sustainable, energy-efficient production solutions.

A dedicated presentation stage will host regular sessions on the benefits of Fujifilm’s analogue and digital solutions. These will include real-world customer success stories brought to life as partners and users take the stage to share how Fujifilm technologies have helped them grow and adapt. The Jet Press FP790, Fujifilm’s innovative water-based digital inkjet press designed for flexible packaging, offers a true alternative to flexo without compromising on quality or regulatory compliance. Fujifilm’s leading flagship B2 digital inkjet press, the Jet Press 750S, increasingly relevant for folding carton applications, will also be featured.

Also on show will be one of Fujifilm’s new ‘5UPER COLOUR’ 5-colour presses. Launched recently in Europe, the highly anticipated mid-range Revoria Press SC285S features an additional speciality toner station to allow five-colour printing in one pass. Ideal for packaging producers, these ‘5UPER COLOUR’ presses offer high-speed output, excellent media flexibility, and impressive print quality that rivals offset, thanks to advanced toner technology and high-resolution laser imaging.

Fujifilm’s Imprinting Solutions will also be showcased on the stand, highlighting their versatility across a range of packaging applications. Built with scalable Samba printheads, these single-pass printbar solutions eliminate the need for repositioning and ensure seamless operation across different print widths and media types.

Sustainability remains a key theme throughout Fujifilm’s portfolio. From water-wash flexo plates and LED UV ink systems to low-energy, high-performance toner solutions, every innovation on display at Labelexpo has been developed with both performance and environmental responsibility in mind.

Manuel Schrutt, Global Director of Business Strategy, Packaging, Fujifilm comments: “As our packaging portfolio continues to grow, Labelexpo continues to be the ideal platform to showcase our incredibly broad range of solutions. Our ‘Analogue. Digital. Sustainable.’ message represents our strategic commitment to helping customers evolve at their own pace. This year, we’re bringing even more to the table and we’re excited to welcome visitors to a stand that truly reflects where the industry is headed, and how Fujifilm is innovating in that change."

Visit Fujifilm on stand 5D73 at Labelexpo 2025 in Barcelona.

**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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