**22nd July 2025**

**Fujifilm appoints Francesca Ricupero as Sales Manager Packaging & Flexo in Italy**

*Francesca brings decades of experience and deep knowledge of inkjet and label printing to Fujifilm’s Italian packaging sales team*

Fujifilm is pleased to announce the appointment of Francesca Ricupero as Sales Manager, Packaging & Flexo within the Fujifilm Italy packaging sales team. Francesca brings over 15 years of experience across the digital and conventional print sectors, with a strong background in commercial, label, and flexible packaging applications.

In her new role, Francesca will support the development of Fujifilm’s packaging business in Italy, with a particular focus on digital flexible packaging. She will also contribute to the growth of the company’s ink business via third-party distribution partners.

“I’ve always believed that digital print should be scalable and efficient, without being overly complex,” says Francesca. “Fujifilm’s commitment to inkjet technology and its potential to reshape flexible packaging is exciting to me. There is a huge opportunity to help convert a market that, in many ways, is still in the early stages of digital adoption.”

Francesca began her career in marketing and event planning before joining HP in 2008. There, she held a number of roles across Indigo. In 2015, Francesca moved internally within HP where she supported commercial printing, publishing, and transactional printing markets. She later joined Bobst, where she worked across conventional, digital and hybrid presses for the label market in northern Italy. She brings a wealth of expertise and industry knowledge to her new role at Fujifilm.

“When you're selling digital, you are not just a salesperson,” says Francesca. “You are more of an account manager because you provide everything, from the hardware to the consumables. Even if you have a great process in place for service, you remain the main focus for the customer.”

Francesca also visited Eco Flexibles in the UK, home of the first Jet Press FP790 outside Japan, to see the press in action. “When I saw the machine, I was amazed that just the press, with a small pre-press team, could handle such a wide range of volumes and applications,” she says. “As someone who has been selling digital since 2009, I was genuinely impressed.”

Looking ahead, Francesca sees a rapidly evolving market shaped by alliance and specialisation: “Big groups are acquiring smaller, highly focused businesses. That brings greater investment power and broader application offerings. Especially in flexible packaging, digital will play a crucial role, not only for short runs, but as a tool to improve cost tracking, traceability and production efficiency.”

She continues, “Italy and Germany are known for their manufacturing expertise and very high quality standards. Fujifilm understands this, and I’m convinced in the company’s ability to innovate at the right pace, with technology that’s reliable and ready for market. They are always confident with the products they bring to the market, which is what inspired me to work for a company like Fujifilm.”

Francesca also anticipates playing an active role at Labelexpo later this year, “Labelexpo has evolved, it’s no longer just a show for labels. It reflects the full spectrum of packaging, and many converters are now looking to diversify. I’m looking forward to supporting Fujifilm’s presence and contributing to those conversations.”

Manuel Schrutt, Head of Packaging, Fujifilm Graphic Systems EMEA, comments, “We are delighted to welcome Francesca to Fujifilm. Her depth of experience, strategic mindset, and customer-first approach will be instrumental in helping us grow our packaging and inkjet offering in Italy, especially with Labelexpo on the horizon. She joins at a pivotal moment for Fujifilm and the industry.”

**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 focused 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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