



## **FUJIFILM North America Corporation, Graphic Systems Division Welcomes Packaging Pro Ken Brown**

**Hanover Park, Ill., June 10, 2021** – FUJIFILM North America Corporation, Graphic Systems Division announces the appointment of Ken Brown to the newly created role of Global Category Specialist, Labels and Packaging.

With projections pointing to significant growth in the packaging solutions space, Fujifilm continues to invest in experienced talent and new digital solutions to meet increasing customer demand. According to [2021 survey](#) results by *Packaging Impressions*, 69.6% of the survey group expects growth in flexible packaging, 68.3% in folding cartons, and 57.1% in corrugated packaging over the next 12 to 24 months\*<sup>1</sup>.

In his new role, Brown will provide technical and business support to the Graphic Systems Division sales teams in addition to marketing, product management, and senior leadership. Brown has built an impressive career in the digital print space, having maintained leadership roles in sales and product management, most recently managing the digital folding carton business as North America Segment Manager for HP. Brown also has held critical print production sales roles at Eastman Kodak and Heidelberg.

“I consider Ken to be one of the foremost experts in digital packaging technology in labels, flexible packaging, and folding cartons”, said Matt Bennett, global vice president, Business Strategy, Packaging, FUJIFILM North America Corporation, Graphics Systems Division. “He will be an important resource for our business, both internally and externally, as we continue to invest in and grow our packaging portfolio.”

“I am not only honored but energized to join Fujifilm,” said Brown. “With Fujifilm’s focus on expanding its digital technology into packaging products, it is the perfect time to join the team, and I look forward to furthering the momentum in bringing innovative solutions to our customers.”

For additional information on FUJIFILM North America Corporation, Graphic Systems Division, please visit: [www.fujifilm.com/us/en/about/region/affiliates/graphic-systems](http://www.fujifilm.com/us/en/about/region/affiliates/graphic-systems).

\*1 – Data attributed to <https://www.packagingimpressions.com/post/for-those-in-package-printing-growth-can-be-expected-throughout-2021-and-beyond/>

### **About Fujifilm**

FUJIFILM North America Corporation, a marketing subsidiary of FUJIFILM Holdings America Corporation, consists of five operating divisions and one subsidiary company. The Imaging

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Division provides consumer and commercial photographic products and services, including: photographic paper; digital printing equipment, along with service and support; personalized photo products; film; one-time-use cameras; and the popular INSTAX™ line of instant cameras and accessories. The Electronic Imaging Division markets consumer digital cameras, lenses, and content creation solutions, and the Graphic Systems Division supplies products and services to the graphic printing industry. The Optical Devices Division provides optical lenses for the broadcast, cinematography, closed circuit television, videography and industrial markets, and also markets binoculars and other optical imaging solutions. The Industrial and Corporate New Business Development Division delivers new products derived from Fujifilm technologies. FUJIFILM Canada Inc. sells and markets a range of FUJIFILM products and services in Canada.

For more information, please visit <https://www.fujifilm.com/us/en/about/region>, go to <https://www.twitter.com/fujifilmus> to follow Fujifilm on Twitter, or go to <https://www.facebook.com/FujifilmNorthAmerica> to Like Fujifilm on Facebook.

FUJIFILM Holdings Corporation, Tokyo, Japan, brings cutting edge solutions to a broad range of global industries by leveraging its depth of knowledge and fundamental technologies developed in its relentless pursuit of innovation. Its proprietary core technologies contribute to the various fields including healthcare, highly functional materials, document solutions and imaging products. These products and services are based on its extensive portfolio of chemical, mechanical, optical, electronic and imaging technologies. For the year ended March 31, 2021, the company had global revenues of \$21 billion, at an exchange rate of 106 yen to the dollar. Fujifilm is committed to responsible environmental stewardship and good corporate citizenship. For more information, please visit: <https://www.fujifilmholdings.com>

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