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Siegwerk's Center of Excellence in France receives facelift

By investing in the modernization of its Center of Excellence in Annemasse, Siegwerk once again underlines the great importance of the French site for the EMEA region. An official opening ceremony was held to celebrate the reopening together with employees and local authorities end of May 2023.

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Siegwerk, one of the leading global providers of printing inks and coatings for packaging applications and labels, today announced the successful completion of modernization activities at its Annemasse site, the company's second largest Center of Excellence for packaging inks and coatings in Europe. End of May 2023, employees and local authorities came together to celebrate the reopening of the revamped facility, shining in a bold and modern look now.

"We are happy to finally present our new building design to our employees and partners here in Annemasse," says Christopher van Laack, Vice President Business

Units Paper & Board EMEA and Liquid Food Packaging at Siegwerk. “Next to our headquarters in Germany, Annemasse belongs to our most important sites in Europe. By investing in our locations, we do not only keep our production and laboratory facilities up-to-date in terms of technology and safety, but we also give our buildings a modern look.” Apart from large-scale modifications to the administration building including the modernization of offices, meeting rooms and sanitary facilities, the recent renovations in Annemasse also included the renewal of the façade, showcasing the bold Siegwerk branding. The entire renovation project already started in November 2021, but had to be partially paused due to the pandemic.

The Annemasse site is one of 15 Centers of Excellence worldwide that manufacture Siegwerk’s basic inks and coatings in a standardized process. With a production capacity of more than 25,000 tons per year, it accounts for 10% of the Siegwerk group’s annual output. Today, the French site is home for 275 employees and counts as Siegwerk’s European leading location for water-based and inkjet solutions. As a modern technical center, it combines R&D, production and testing capacities under one roof. “Today, Annemasse already belongs to the state-of-the-art industrial printing facilities in Europe and we will continue making every effort to also stay at the forefront going forward,” adds Christopher van Laack, who works closely with local colleagues as country sponsor for Siegwerk France. From an automated Blending Center for the production of solvent- and water-based inks to laboratory and production facilities concretely dedicated to the development and production of inkjet solutions – Siegwerk has already invested millions of euros over the last decade to build up a sustainable, efficient and competitive Center of Excellence for the region.

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