SIEGWERK

03/17/2025 Insight

Aneka Rupa Tera partners with Siegwerk to streamline ink room operations and enhance business efficiency

In today's fast-paced label printing industry, companies are constantly facing increased complexities. From rising material costs and competitive pricing pressures to the demand for quicker turnaround times and shorter production runs, label printers are continually challenged to improve efficiency and maintain profitability.



Aneka Rupa Tera, a well-established label printing company based in Indonesia, has been proactively addressing these challenges. "We've been managing our ink room operations in a traditional way," explained Eko Kurniawan, Director at

Aneka Rupa Tera. Recognizing they could improve, Aneka Rupa Tera partnered with Siegwerk, a globally recognized leader with extensive experience in optimizing ink room and printing processes.

Siegwerk’s Process Management Consulting (PMC) team brings a wealth of knowledge and proven strategies to help printing businesses enhance efficiency and boost their bottom line through the implementation of advanced ink room management systems. Aneka Rupa Tera and Siegwerk are now embarking on a collaborative journey to establish a state-of-the-art ink room management system. This strategic move is designed to significantly improve Aneka Rupa Tera's operational capabilities.

Eko Kurniawan, Director of Aneka Rupa Tera, stated, "We anticipate that implementing Siegwerk's ink room management system will transform our daily operations. By strategically focusing on ink room management, Aneka Rupa Tera is well-positioned to overcome current industry challenges, strengthen our competitive edge, and build a more efficient, sustainable, and ultimately more profitable business in the dynamic label printing market.
"Our implementation journey is starting now. Together with Aneka Rupa Tera, we are beginning to implement the ink room process and the necessary tools to elevate their ink room operations," said Yasinta Endah, Head of Sales Narrow Web, Siegwerk Indonesia.

Safrizal, Junior PMC Manager and Agung Yuanto, Junior Application Technology Manager at Siegwerk Indonesia, further highlighted the importance of ink room management, saying, "Ink room management is key to controlling the printing results. Good ink room management means spending less time fixing inks on the printing press.

Optimize Your Ink Room and Press Room Processes:
For businesses looking to optimize their ink room and press room processes,

please contact Ramalingam Rajagurlingam, Head of Process Management and Consulting, Southeast Asia, at ramalingam.rajagurulingam@siegwerk.com

Media contact



Nathalie Müller-Samson
Manager Corporate Communications

Tel: +491622002727
Email: nathalie.mueller-samson(at)siegwerk.com

Read and share this content online

Scan the QR code to open this article on the Siegwerk website.