SIEGWERK

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# Siegwerk collaborates with Sonoco Institute of Packaging Design and Graphics on a unique bag shown at FTA 2018.

This year at the Flexographic Technical Association (FTA) INFOFLEX 2018 Siegwerk will be showcasing some of the most impactful ink solutions offered in the packaging industry.



Siegwerk worked with the Sonoco Institute of Packaging Design and Graphics to design and print a unique bag to go along with the booth theme “Color is Siegwerk”. This bag will be available for brand owners and converters to experience at Siegwerk’s booth during the show, May 7-9, 2018 in Indianapolis.

Highlights from the new flexible packaging bag include NC 530 high strength process inks, which are designed for high gloss applications. These characteristics are ideal for surface or reverse printing on various bag applications. The NC 5011, an overprint varnish, is a pearlescent specialty solution that gives product finishes an iridescent appearance and provides great shelf appeal. The application has been formulated for high heat resistance in the sealing area.

“Building this relationship with the Sonoco Institute of Packaging Design and Graphics has been a great experience for the both organizations. The new bag has allowed us the opportunity to showcase our innovative solutions to the FTA audience as an interactive piece. It has also enabled students from the institute to gain practical hands-on experience about the printing process,” stated Becky Cornelius, Business Development Manager, Flexible Packaging, Siegwerk.

To learn more and experience the new bag application and other ink technologies, visit Siegwerk at booth 219 at INFOFLEX 2018.

**About The Sonoco Institute of Packaging Design and Graphics**

The Sonoco Institute of Packaging Design and Graphics uniquely combines the synergies that exist between the Graphic Communications and Packaging Design departments at Clemson University. Founded in 2009, it is the only university program in the country with this one-of-a-kind, multi-disciplinary approach to packaging. The institute leverages its core campus strengths along with the knowledge and participation of its industry partners to make significant contributions at three levels – as an academic stimulator, an industry resource for training and research, and a driving force to bring new technologies and innovations to the packaging and graphics markets.

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