SIEGWERK

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Siegwerk expert at ProFlex 2016

During the course of the next two days the flexographic and packaging print industry will be gathering at this year's ProFlex, which is being held at Stuttgart Media University.



This event is being organized by the DFTA (the German flexographic printing industry association) and is regarded as the warm-up for or precursor to drupa 2016, the world's leading graphic and industrial printing trade fair. Dovetailing with the event's key theme – "Packaging in the digital world", Dr. Hanns Martin Kaiser, Head of Technology Flexible Packaging EMEA at Siegwerk, will be giving one of the spotlight presentations on the subject of Siegwerk's digital printing solutions for the packaging market.

As part of his presentation Dr. Kaiser will be shedding more detailed light on Siegwerk's digital printing activities – for both inkjet technology and toner-based printing methods. "Based on our applications expertise and focus on label and

packaging applications, we at Siegwerk will in future be concentrating on increasing the pace of development of digital printing inks for packaging solutions", is how Dr. Kaiser summarizes the company's ambition and endeavors. "We work closely with our customers to develop innovative digital printing inks that meet all printing process functionality and efficiency requirements."

Siegwerk sees growing demand for application-driven ink systems and customization. The company does not necessarily view digital printing as competing against conventional technologies - in fact it enables packaging manufacturers to react even faster to specific customer requirements.

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