SIEGWERK

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# 41st EPDA CONGRESS: Megatrends and future challenges of the packaging industry

On June 12, 2015 Siegwerk, as a co-operation partner of the European Packaging Design Association (epda) uniting designers specialized in branding and packaging design, will take an active part in the upcoming epda congress in Toulouse.

Keynote speeches will provide important information on a wide variety of subjects such as: What are the major trends that affect the professional environment when it comes to efficient products and packaging design? How to adapt to the emerging “Silver Age” and develop a suitable strategy to anticipate the needs of this increasingly important target group?

Siegwerk is the world market leader in printing inks for packaging and will support during workshops at the conference in Toulouse, in the headquarters of Pierre Fabre, a French multinational pharmaceutical and cosmetics company. The printing ink manufacturers will also provide some materials for epda’s packaging design competition "DIY 2015", which will be launched during the event. Bettina Horenburg, Director Corporate Communications of Siegwerk, said: “We are really looking forward to these interesting topics and exciting discussions and exchanges at this event.”

The event is open for all professionals of the packaging design industry. You can learn more about epda and the upcoming conference here: https://www.epda-design.com/

## Media contact



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