SIEGWERK

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“99 red balloons” to kick off INKday series 2010

With an opening event in Utrecht, Netherlands this year’s “INKday series 99” by Siegwerk has been kicked off successfully. More than 50 guests followed the Benelux team’s invitation to discuss current trends and developments in Flexible Packaging. “This event underlines our commitment to this market and shows our competence in the broad field of sustainable ink solutions”, said Hugo Noordhoek Hegt, Siegwerk Board member and President Packaging EMEA.



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“The number ‘99’ is the motto of this year’s INKday series because the Siegwerk brand will celebrate its 100th anniversary next year,” explained Thomas Bastian, Marketing Director Flexible Packaging. In the opening speech, Noordhoek Hegt took the opportunity to look back on some highlights of the last 99 years in Siegwerk history. Accompanied by the Nena hit “99 red balloons” dozens of red balloons turned the site, an old factory in Utrecht, into an amazing Siegwerk-red atmosphere later in the evening.

Berndt & Partner Packaging Consultants and Procter & Gamble started the information part of the event by giving inspiring insights into the packaging industry, latest trends and perspectives. Ralph Detsch, Director Technology Flexible Packaging EMEA, completed the presentation session by depicting Siegwerk's strategy regarding sustainable ink solutions while showing a variety of practical examples.

In six interactive INKtalk sessions the Siegwerk experts invited the guests – mostly customers, brand owners and other market partners – to discuss pre-selected market relevant topics like product innovations for outdoor applications, 2K systems, modern Flexoprinting technologies, on-site consulting as well as health, safety and environment issues. The results were fruitful for all participants. Peter Linssen, Regional Sales Director Benelux was pleased: "We received the best feedback we could expect. It showed us that the program and the concept hit the mark."

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