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A true symbiosis: Packaging specialist Van Genechten awards strategic supplier status to Siegwerk

Siegburg, June 21, 2010 – From July 1, 2010, with its Tempo Nutripack series, Siegwerk will become a strategic partner to Van Genechten, one of the leading European packaging specialists. On June 17, Hugo Noordhoek Hegt, President EMEA and Member of the Board of Management of Siegwerk, Herbert Noichl, CEO Van Genechten Packaging and Asmus Wolff, Vice President Supply Chain & Innovation of Van Gegenechten-Group signed a long term contract during a Food Safety Symposium in Brussels. “Especially in food applications, the packaging has to meet the most stringent safety requirements”, commented Herbert Noichl during the signing procedure. “The application of Nutripack Inks is a key contributor in making our packaging safer and more sustainable”. Hugo Noordhoek Hegt added that it is Siegwerk's ultimate goal to create maximum long term safety in food packaging applications through its highly innovative ink formulations.



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Van Genechten Packaging Group is one of the largest European manufacturers of fold up-boxes with nine operations in France, Benelux, Germany, Poland and Russia. The Belgian based Company is in particular renowned for supplying the FMCG (Fast Moving Consumer Goods) sector; the largest share coming from fold up packaging for all kinds of foods. In addition, luxury and premium applications as well as packaging for cosmetics and care products, microwave and multipacks are key parts of the Van Genechten product offering. Van Genechten provides value add across the full value chain, from coating and laminating of the carton to achieving highest migration resistance properties; from joint design of the packaging in cooperation with the customer to running the integrated packaging machinery as part of the customer's full production process.

What were the exact reasons for Van Genechten to decide on the strategic contract with Siegwerk?

“We were not only very impressed by the potential of Tempo Nutripack. Even more so, the whole logistic approach offered by Siegwerk convinced us to decide for them,” was the response by Herbert Noichl to this question. “From the beginning Siegwerk was a very fair and open partner during our negotiations. Everything was aligned, the back up as well as their risk management. For us it is very important to highlight that we take our responsibility as a specialist for food packaging very seriously. We do not only want to be perceived as a competent but also as a responsible partner. Through our partnership with Siegwerk we have taken a significant step in achieving this goal.“

Tempo Nutripack is an innovative "low migration" sheetfed printing ink solution which makes it easy for the user to comply the strict legislative requirements and demands for printed food packaging. The migration potential has been approved by Siegwerk as well as by independent institutes before. All researches confirmed that with this printing ink completely legal-compliant packaging can be

produced. This encloses the legal regulations of the EU as well as Switzerland. Tempo Nutripack shows practically no odor and, besides, is the first sheetfed printing ink which is free of mineral oil as well as of genetic-modified components. Their binding agents are produced exclusively on the basis of especially well-chosen vegetable oils or vegetable esters. Obviously a high quality printing ink solution also has to meet the highest application requirements, which Tempo Nutripack does. This ink system has excellent printability while allowing very high printing speeds. Finally Tempo Nutripack also shows a very good press stability and very high color strength.

The excitement and anticipation over this new long term partnership is mutual for both companies. Bruno Delanoë, Sales Director Labels & Sheetfed UV at Siegwerk, who was also instrumental in forming the cooperation and Hugo Noordhoek Hegt both highlight how happy they are to have secured such an important long term client in Van Genechten.

Siegwerk offers Ink, Heart & Soul to its customers

Ink, Heart & Soul – our company philosophy incorporates what our customers experience every day. We know our business and produce inks and individual solutions in close cooperation with our business partners. We are steeped in tradition, yet practice-oriented and with state-of-the-art technology. With more than 175 years of experience, Siegwerk commands a profound product knowledge and expertise for many printing methods. Our actions are market-driven – or even drive the market, which is proven by our many patents. With currently 3,900 staff in more than 30 country organizations we are able to supply and support every customer anywhere in the world.

The precondition for such a performance on a sustained basis is a unique kind of reliable and goal-oriented people. Their motivation and commitment are the basis

for our international growth, which is supported by institutionalized sharing of expertise across borders. This puts us in the position of being able to provide the best possible solution for the customer. And even to anticipate the demands of tomorrow.

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