SIEGWERK

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# Customized inkjet solutions: Siegwerk goes into digital inks

The global printing ink manufacturer for packaging, labels, and catalogs is now offering inkjet inks – first for labels and in a second step for packaging applications too.



Siegwerk, the international printing ink manufacturer, is set to expand its product portfolio by initially offering UV inkjet inks for labels, and for packaging applications in the future. The company has extended its research and development capabilities and has built a dedicated inkjet laboratory at its Technical Center in Annemasse (France). Siegwerk's expert team is driving the development of inkjet inks that meet printing process requirements and address the specific challenges of the labels and packaging segments.

**16 percent annual growth in digital printing of labels and packaging**

Given its unique capability of coping with short print runs and lead times, digital printing takes label and packaging printing to the next level. Short print runs enable brand owners to adjust and customize print designs easily and thereby

differentiate their brands from competitors. Shorter lead times allow printers to react fast to the market and customer requirements. There is an increasing interest in regionalization and personalization of product packaging, which will drive the growth of digital printing technologies, delivering an estimated 16 percent growth rate in digitally printed labels and packaging (Smithers Pira estimates in "The future of digital print for packaging to 2020" by Dr. Sean Smyth). Siegwerk sees growing demand for application-driven ink systems and inkjet ink customization in particular. In this respect, digital printing does not necessarily compete with the analog printing technologies, instead it offers printers further opportunities that would not be feasible using any of the conventional printing methods.

"Siegwerk now combines its formulation knowledge and its application expertise with digital printing process requirements to deliver customized inkjet ink solutions for demanding food, pharma and hygiene applications", says Matthieu Carni, Business Development Manager at Siegwerk. "Furthermore, we are involved in the respective markets and have insights into local regulations as well as an outstanding track record of meeting global brand owner requirements."

Siegwerk's specialists already started working on inkjet inks a few years ago. With Sicura Jet and Sicura NutriJet the company now offers UV inkjet inks for labels. Sicura NutriJet is formulated to meet the specific requirements of the food and pharmaceutical packaging segments. "Ink solutions will be adapted and fully customized to users' needs. This goes beyond classical color matching but also covers optimization of adhesion, mechanical and chemical resistance properties as well as assessment of migration risk", Matthieu Carni adds. Water-based inkjet inks for packaging applications are to follow at a later stage.

**Cooperation with industry and customers**

Siegwerk is not only relying on proprietary resources to develop inkjet inks: "We work together with several partners from the industry, from equipment manufacturers to printers and brand owners", says Matthieu Carni. Even though

Siegwerk is going to focus its activities on inkjet inks, the company will also continue to support customers that use electrophotography technology by providing primers and lacquers for demanding applications. “Siegwerk provides best-in-class solutions for digitally printed labels and packaging, enabling customers to differentiate their offerings in a rapidly changing environment”, says Matthieu Carni in summary.

Under the motto “We color the future” Siegwerk will exhibit at this year’s drupa, the world’s leading trade show for graphic and industrial print, in Duesseldorf, Germany from May 31 to June 10, 2016. Visitors can meet Siegwerk experts at Booth A58 in Hall 3 and obtain more information about Siegwerk’s range of products and services, including the new inkjet inks.

## Media contact



**Nathalie Müller-Samson**
Manager Corporate Communications

**Tel:** +491622002727
**Email:** nathalie.mueller-samson(at)siegwerk.com

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