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drupa 2008: Siegwerk focuses on innovation and individual customer solutions

The printing inks industry is changing: customer requirements in terms of both quality and sustainability are becoming more stringent, with brands becoming increasingly globalized. If companies want to compete in this global marketplace, they need to focus on innovation and delivering solutions that meet customers' specific requirements. At the drupa 2008 trade show, Siegwerk presents around 30 of these individual customer solutions – solutions which can be regarded as setting the standard for the printing inks industry as a whole.

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"In today's market, customers are demanding quicker printing speeds, faster curing times and systems that are easier to use – and they expect everything to be available globally but with local customer support. More than ever before, they expect to find consistent products and services all over the world," says Herbert Forker, Siegwerk's CEO. Siegwerk, the world's third largest printing ink

manufacturer, demonstrates how it is responding to these customer demands at the drupa 2008 tradeshow – by showcasing among others solutions designed for the latest Harry Potter book, Sheba cat food and the packaging of Pall Mall cigarettes from British American Tobacco (BAT).

Special ink from Siegwerk delivers magical results for Harry Potter

Harry Potter and the Deathly Hallows, the final novel in the Harry Potter series by British author J. K. Rowling, is something special – thanks to Sicura Web UV ink from Siegwerk, the book is easy to read and is printed in a dark black color. The ink is dried using a special UV process, which prevents any ink seeping into the paper. In conventional printing processes, the type usually appears dark gray in color – however, because Siegwerk's ink dries in seconds, it has a wonderfully dark black color, and also speeds up the book's production process. "This printing process is being used more and more for other publications and packaging that require a high-quality print. The results are there in black and white for everyone to see," comments Forker.

Two-component system helps Sheba cat food to shine

Buyers of Sheba cat food will notice the intense shine of the printed picture on the tin's metal lid. For around 30 years, the packaging used to be printed using two-component inks in up to four different stages. Working closely with the printing department at Mars (which owns the Sheba brand), Siegwerk experts developed a solution that combines a two-component base coat with a single-component coloring process. The new procedure achieves a high-quality result, reduces ink wastage, and significantly cuts production times.

Pall Mall packaging in Malaysia – a new kind of sustainability

One of BAT's requirements for its new Pall Mall packaging for Malaysia was that it had to be "naturally perfect". As a result, only printing inks containing solvents based on natural ingredients were considered. To meet this challenge, Siegwerk

experts combined elements made from natural materials and oils to create Tempo Nutripack – an ink which exceeds even BAT's expectations in terms of odor, migration tendency and color fastness. This purely vegetable-based product achieves outstanding printing quality at a competitive price, and is now being used for packaging in the food industry, too.

Greater demands of research and production

To meet the requirements of increasingly demanding customers around the world, Siegwerk will continue to focus on offering consistently high quality via its global production and service network, and on providing individual solutions. As Forker says: "Every customer wants their needs to be met quickly, effectively and efficiently. This is certainly a challenge, but it is one that we are happy to accept. Our way of doing business is market-driven – so, whether we need to develop made-to-measure solutions or come up with new ideas, we always take the whole value chain into consideration."

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 4,000 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.

For us, these are all ingredients of the Siegwerk formula for success: **Ink, Heart & Soul**

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