SIEGWERK

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# Effective RGB printing for packaging aroused great interest at PCD 2018

With the motto "Lookxury. Joined Forces Bring Packaging to Life!" the experts from MERCK, SAUERESSIG, SIEGWERK and VRIJDAG Premium Printing presented their jointly developed printing innovation for additive color mixing at the Packaging of Perfume, Cosmetics & Design (PCD) trade fair in Paris.



Just recently, MERCK, SAUERESSIG, SIEGWERK and VRIJDAG Premium Printing – all suppliers to the packaging industry – successfully presented their jointly developed brand new RGB printing process to an expert audience at the Packaging of Perfume, Cosmetics & Design (PCD) trade fair in Paris, Europe's leading event for innovations and trends in the cosmetic packaging industry.

“Our joint presentation at PCD was a resounding success,” said Peter Clauter, Marketing Manager at MERCK. “We had so many interested show visitors stopping at our booth, asking for more information and details about our new RGB printing process.” Until now, packaging printing was only done on a white or light background and black was created only as a combination of the CMYK

colors. With the new RGB printing technology, it is now possible to print images directly on a black substrate. “RGB represents an additional attractive option for creating unique and effective printed materials and increases the opportunities for differentiation at the POS,” adds Thomas Boucoiran, Global Head Brand Owner Business at Siegwerk. “Nobody had seen this kind of printing before. The resulting new design opportunities were strongly fascinating all visitors and especially designers and brand owners were interested in getting new impressions and ideas for innovative packaging based on our new technology.”

RGB printing does not compete with CMYK. It rather offers packaging designers and printers unprecedented liberty for creating truly outstanding packaging enhancements, as MERCK’s pearlescent pigments generate brightly shining and intense colors on the print products.

All four project partners are pursuing the overarching objective of supporting brand owners in their search for creative packaging ideas with innovative and high-quality solutions. The individual adjustment to the needs of every single customer is clearly the focus for all four companies.

For more information about the partners’ RGB printing process please visit our former press release.

**About MERCK**

MERCK is a leading science and technology company in the areas of health care, life sciences, and performance materials. Around 50,000 employees are working on the further development of technologies that enrich lives – from biopharmaceutical medications to treatments for cancer and multiple sclerosis, groundbreaking systems for scientific research and production, and liquid crystals for smart phones and LCD televisions. In 2016, Merck generated sales of EUR 15 billion in 66 countries. Founded in 1668, Merck is the oldest pharmaceutical chemical company in the world. The founding family is still the majority shareholder of the publicly traded group. With headquarters in Darmstadt, Merck

holds the global rights to the Merck name and brand. The only exceptions are the USA and Canada, where the company is known as EMD Serono, MilliporeSigma, and EMD Performance Materials. www.merckgroup.com

**About SAUERESSIG**

SAUERESSIG is a leading brand deployment company that supports its customers along the complex prepress process, from design to print by providing innovative solutions. The design-to-print management is applied in many sectors in the packaging world as Flexible packaging, Tobacco or Pharmaceutical industry. SAUERESSIG regularly realizes creative designs and accompany renowned brand-name producers with international product launches especially when it comes to fast moving consumer goods. With more than 60 years´ experience, the internationally expanding company has established itself as a recognized expert. SAUERESSIG is part of the brand deployment group of SGK. SGK is a division of Matthews International Corporation (NASDAQ GSM: MATW). www.saueressig.com

**About VRIJDAG Premium Printing**

VRIJDAGPremium Printing, based in the Netherlands, specializes in producing added value luxury labels, folding cartons as well as rigid high quality packaging. Many of our globally based customers produce luxury consumer goods, such as tobacco, champagne, spirits, cosmetics, jewelry and chocolate, with well known brand names. Our products are used throughout Europe, the United States, the Caribbean and beyond. Vrijdag Premium Printing is a family owned business which has been around for more than 110 years. Together with our staff of more than 110 fte's we developed expertise which our customers recognize. www.vrijdag.nl

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