SIEGWERK

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Environmental Inks, a member of the Siegwerk group, to rebrand to Siegwerk Environmental Inks in 2016

Environmental Inks, a member of the Siegwerk group, one of the largest ink suppliers to the narrow web label market in the U.S. and Canada, announced that it has will be rebranding to align the organization's image with Siegwerk's global strategy throughout 2016.



Environmental Inks will begin operating under the new brand of Siegwerk Environmental Inks. The rebrand is the positive outcome of the company's continued growth and brand recognition. The rebranding will continue to build and foster unparalleled dedication to offering innovative solutions to our customers.

"Environmental Inks re-branding represents our future," said President, Chris Booher. "Clients and employees have already gravitated toward us because of our

global presence and work. It makes sense for us to adopt the Siegwerk name as our own. We are so much more than an ink manufacture and this represents an important step to better communicate our value proposition. We have some great momentum right now with no signs of slowing."

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