05/03/2012 Press release Pressemitteilungen Company

Gold for innovative magazine cover with Siegwerk inks

Siegburg, May 3, 2012 – The Cover Project of Tobacco Journal #5, October/November 2011 was awarded with the Golden Print Quality Award 2012. It is a sample sheet for where design can go with the latest tools in print using different technologies for one product. Siegwerk was the partner for inks and lacquers.



33During the Operational Conference of the Packaging & Label Gravure Association (PLGA Global) in Miami, USA, at the beginning of March Dutch Van Heertum Design (VHD) received the award. They created the design and provided the platform for the partners of this unique cooperation. “This project was only possible through a very close cooperation between 14 authoritative technical companies, which are part of our international innovations network,” said Frans van Heertum, VHD’s Creative Director.

Siegwerk was the partner of choice for its ink and lacquer expertise. Thomas John-Zähringer, Account Manager & Technical Support Tobacco at Siegwerk: “This project was a great team achievement of our whole Tobacco Business Unit.

It is living proof of what print is capable of: highly innovative solutions to turn standard products into pieces of art.” More than 40 print runs on both gravure and offset machines created the visual and tactile effects of the folded cover, using bronzing and hot foil technology. Before the finishing, debossing and embossing were done and in the end the publisher bound the covers with the rest of the magazine.

Media contact



Nathalie Müller-Samson
Manager Corporate Communications

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

Read and share this content online

Scan the QR code to open this article on the Siegwerk website.