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High-quality Siegwerk solutions at interpack

In late April, the international packaging industry met for its biggest trade fair in the world, the “interpack PROCESS AND PACKAGING 2008“. Siegwerk participated in the event and also showcased its ideas at the special “Innovationparc Packaging”.



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“The special show Innovationparc Packaging was one of the fair’s highlights,” says Thomas Bastian, Director Marketing Flexible Packaging. “Partners in the packaging industry’s entire value chain presented their ideas, approaches and innovations in special theme areas on Convenience, Consumer Insights, Imagination, Sustainability and Point of Sale.“

Siegwerk colleagues from Flexible Packaging, Sheetfed UV and Paper & Board answered the questions of customers and branded goods manufacturers at the Innovationparc Packaging. “People’s interest in Siegwerk was enormous,“ remarks Thomas. “We had plenty of interesting conversations and discovered many

promising angles for future cooperation."

Theme areas offer special experiences
For instance, the project group in the "Imagination" area jointly developed packaging for premium tooth paste, and three of their ideas were implemented on the spot: using Siegwerk printing inks.

The "Sustainability" area was popular as well. Here, five partners shared their ideas and approaches and presented them in a common concept. Many visitors showed great interest in this pivotal topic of the packaging industry and made use of the opportunity to talk to Siegwerk representatives.

A visit to the "Point of Sale" area made for an especially interactive experience – covering topics from consumer psychology to the "silver age" generation, from modern packaging solutions to coding systems. Equipped with a CO2 laser, Siegwerk demonstrated the scope of laser-sensitive printing inks, capturing the attention of many visitors.

Near-record results
The 2008 interpack was the biggest ever, boasting several superlatives on the fair's 50th anniversary. More than 2,700 exhibitors from 58 countries took part, covering over 173,000 square meters of floor space

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