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IFRA Expo in Vienna: Time for newspapers

Siegwerk presented its portfolio at the IFRA Expo in Vienna from October 12 to 15. Its booth at the leading international trade fair for the news publishing industry was well visited throughout the event. As the Head of the Web Offset BU, Michael Müller-Samson was satisfied with the results: "We were the only noted producer of printing inks to present our company at this fair, and it was well worth it. Apart from cultivating a lot of contacts, we were able to introduce Dr. Roland Rusch as the new Technical Executive Coldset and Roland Reiß as Sales Manager Central and Northern Europe."



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Siegwerk presented a wide variety of products for the newspaper industry of the future. Among them was "Aridas" – a scale ink series for waterless coldset printing.

In all, 284 exhibitors from 27 countries showcased their products at the IFRA Expo. According to the organizers, this year saw 6,700 visitors from 78 countries –

with Germany, Austria, France, Italy and the United Kingdom as the most strongly represented. A quarter of the visitors were managing directors or CEOs, 13 percent were technical heads or heads of production, and 13 percent were editors-in-chief. Alongside the exhibition, there was a series of interesting seminars on a broad range of topics pertaining to the newspaper world.

Next year's IFRA Expo will take place in Hamburg from October 4 to 6.

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