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Ink, Heart & Soul from Siegwerk South Africa

Tailor-made ink solutions, developed with Heart & Soul – this Siegwerk recipe for success is the foundation of Siegwerk South Africa's continued growth path. The management team, headed by Peter Davies, achieved that Siegwerk, one of the world-leading ink manufacturers, has also become a market leader in South Africa. "We focus on our customers' individual needs and provide sustainable ink solutions and dedicated service," Davies says.



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With a wide portfolio of ink products for offset, flexo and gravure printing Siegwerk South Africa is able to supply inks for just every packaging application required by the local market. The packaging units (solvent- and waterbased as well as Sheetfed/UV inks) are part of the newly formed segment "Packaging EMEA" (Europe, Middle East, Africa), headed by Siegwerk Board member Hugo Noordhoek Hegt.

The customers of Siegwerk South Africa range from corrugated, folding carton, multiwall paper sack and labelling printers to metal packaging and flexible packaging converters. The applications include confectionery, beverages, dairy products, snack foods, pharmaceuticals and tobacco products. To expand local marketing activities, Emerson Whitworth from Siegwerk UK joined the South African team as Business Manager in 2007. “We are well known in the market for our top-quality ink solutions we develop in close cooperation with our customers – we simply provide Ink, Heart & Soul,” Whitworth states.

The market is starting to feel the pinch of the global economic downturn but Siegwerk South Africa positioned itself well in the market place. Through three stages of retrenchment and reorganisation a youthful but experienced team is prepared to tackle the industry. Over the last six months of 2008 the market share has started to increase and has now reached a stable base from which to build on for the rest of 2009.

“Support from our experienced colleagues in Europe is now planned through the coming months,” emphasizes Davies. “This will help with our growing exposure and the perception that Siegwerk is truly a global player that has what it takes to strengthen its footprint in Africa.”

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