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INKday conference series – insiders come to Siegwerk for current infos and trends in the printing world

On June 9 and 10, the main event of the successful INKday series for Siegwerk's customers and business partners took place in Siegburg. Over 300 participants from various countries came to Siegwerk headquarters to get the latest news from the world of printing, to find out about innovations and know-how. Leading experts from the trade, consumer, brand article, package printing and printing ink sectors came to contribute. The event also marked the 100th anniversary of the brand 'Siegwerk'. "It was a full success," said CEO Herbert Forker. "Instead of normal anniversary celebrations, we offered exciting discussions on future-oriented topics to our partners."



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Looking at current and future market challenges, the event began with specialist presentations. Adrienne Heón-Kleinen of Nestlé Innovations looked at the strategic alignment of the brand article industry and explored tomorrow's target groups based on consumer typology. There were thoughts on how trade is

meeting the challenges of the future from Frank Rehme (Metro Group Future Store). Thomas Reiner, CEO of Bernd & Partner Packaging Consultants and chairman of the German packaging institute DVI stressed the importance of packaging that appeals to all five human senses. And finally, Dr. Michael Gestmann of Dr. Gestmann & Partner explained the scope for networking the print and electronic media.

Following the presentations, so-called INKtalks – discussion groups moderated by Siegwerk experts – offered a more interactive type of communication. There 26 workshop topics to choose from, ranging from sustainability to low migration and ink depot management, from intelligent packaging to the future of newspaper printing and special effect inks, from high-speed printing to the digital future and the synergies between print and online media (i.e. augmented reality). On June 10, participants also had the opportunity to tour the Siegwerk premises, featuring the biggest printing ink production center in the world and the newly opened company's own museum – thus taking an in-depth look at the worlds of Siegwerk and printing technology. "Our visitors were unanimously intrigued," said Forker. "We are planning further INKday events for the future. INKday will be established as long-term meeting place for the industry, where innovation, news and know-how get talked about."

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