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INKday in Paris – solutions for the future of packaging

Innovation, News & Know-how – that is what Siegwerk's renowned interactive customer event "INKday" stands for. Latest stop was the French capital Paris in June to inform customers about important market developments and to date ink technology for hi-tech packaging challenges. Expert speeches, presentations and discussions provided deeper insights into innovative solutions and services of Siegwerk's business units Flexible Packaging, Paper&Board, Sheetfed and Narrow Web.



About 60 invited guests participated at the event, where a varied daily program around the theme "Ecology and Economy" awaited them. The speeches, discussion panels and the dinner took place on the Seine: two ships offered an extraordinary ambience with a view of the Eiffel Tower. The very heart of these events are the so-called INKtalks, where Siegworkers and customers discuss in small groups innovative solutions and services of Siegwerk. "Our guests embraced the opportunity to experience our solutions that set the market standard and to meet the people behind them," added Martial Buttin, Product Manager Sheetfed who organized the event.

Siegwerk CEO Herbert Forker, who had opened the event, said “This is pure Ink, Heart & Soul – the formula for success. This is our company philosophy and also a promise to our customers: to provide top quality, technical guidance and support as well as product safety expertise – simply to add value to their business.”

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