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Labelexpo 2015: Siegwerk innovations on a red carpet

At this year's Labelexpo in Brussels, visitors to the Siegwerk booth will be welcomed in style. The world's largest trade fair for the labeling and packaging industry takes place from September 29 to October 2 and sees Siegwerk presenting a wide range of innovative products and solutions in hall 6 A 17 – under the motto “a red carpet for your products”.



“As the market leader for printing inks and varnishes for packaging and labels, our experts will be presenting Siegwerk’s latest products and solutions,” says Michael Müller-Samson, Vice President Business Unit Sheetfed and Narrow Web.

They include:

- the printing ink series in the Sicura ‘Nutri’ family – for safe UV printing on food packaging and labels,
- the high quality, uncomplicated Sicura series for non-food packaging and labels,
- the growingly important energy-saving UV &LED process,

- FastMatch: a simple and highly accurate formulation tool for mixed colors.

Siegwerk's bestsellers among the low-migration ink systems for UV flexo printing are the Sicura Nutriflex 10 series (for labels) and the Sicura Nutriflex 20 series. The well-proven low migration series are ideal for virtually every labeling application in the food sector when it comes to color strength, reactivity and flow characteristics.

For the highly demanding requirements placed on the UV offset series, their counterparts are Sicura Litho Nutriboard (for paper and selected foils) und Sicura Litho Nutriplast (for plastic).

Of course, Siegwerk also sets some of the main standards in the area of packaging and labels for non-food products with the Sicura Flex 39-8 series for UV flexo printing and the Sicura Litho Plast SP series for UV offset.

"We are also presenting FastMatch," says Rolf Montag, Product Manager Narrow Web. "Siegwerk customers in the USA have been enjoying great success with this system for some time – and it is now also becoming available for customers in EMEA." FastMatch lets printers use basic colors to create customer-specific formulations swiftly and in a very precise fashion, and then mix the inks themselves. Siegwerk is offering this new service in cooperation with the international X-Rite group, the global market leader in the area of color technology, which includes the company Pantone. Whenever printers require a customized color, they use an X-Rite measuring device connected to their computers to determine the color of the template. A Siegwerk online database then immediately delivers the formulation for printers to mix themselves. The system is based on exact and reliable color selection and on libraries with a wide range of color formulations. Access rights secure confidentiality, so that color tones developed by a given printer are not visible to other users of the system.

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