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New Siegwerk website convinces with modern look and feel

The website relaunch represents another step in Siegwerk's transformation to a fully circular and digital solutions provider. With its broad content offering, the new website invites all visitors to dive into the world of inks, coatings and sustainable packaging printing.



Siegwerk, one of the leading global providers of printing inks and coatings for packaging applications and labels, today announced the relaunch of its internet presence to provide further value to its customers. The new website has a modern look and feel and offers a wide range of content – from company insights, products and its own sustainability efforts to informative content regarding sustainable packaging design and printing.

"The new website offers visitors more insights into our portfolio and expertise than before, enabling us to present our ink and coating solutions and know-how offering even better to the different target groups," says Bettina Horenburg, Director Corporate Communication at Siegwerk. Whether customers are looking for specific printing solutions, ISO certifications or product safety statements, or applicants want to learn more about the company, are looking for job offers or

direct application opportunities, on the new website they will all find what they are looking for. A responsive design and modern appearance ensure all users an excellent experience. “With a simple and clearly structured navigation, all content is easily accessible from all kinds of devices,” adds Bettina Horenburg.

With the relaunch of the website, Siegwerk now also presents its growing offering in the area of functional coatings specifically for improving the recyclability, functionality and efficiency of packaging. The “Sustainability” section has also been restructured in line with the company’s published sustainability agenda and now comprises the four areas of Operations & Supply Chain, Product Safety + Responsibility, People and Community as well as Circular Economy. With the section “RethINK Packaging” the new website now pools all kind of information especially targeted to brand owners who are looking for a sparring partner to rethink their current packaging design towards a Circular Economy.

"Our main goal was to add value for our website visitors by providing easily accessible content for a wide range of needs, while also incorporating new tools such as videos, whitepapers or guides,” adds Bettina Horenburg. With the website relaunch, the company took another step on its way to become a circular and digital solutions provider.

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