

06/15/2015 Press release Pressemitteilungen

“Packaging Day” at Siegwerk: The skilled workers of tomorrow wanted!

Packaging plays a significant role in our everyday lives: they protect, inform and whet your appetite for their contents. For this reason, companies, institutes and associations from the entire packaging value-added chain wanted to inform about the importance of packaging and the performance of its stakeholders – on one day which was dedicated completely to this topic. The first “Packaging Day” was held simultaneously in Germany, Austria and Switzerland in June.



On the "Packaging Day" many students visited Siegwerk in order to learn more about the subjects of packaging and printing ink

Siegwerk offered up-and-coming professionals the unique opportunity to learn more about its high-tech products, the different types of packaging and the associated printing and ink technologies. “With various workshops on the topic of printing ink for packaging, we wanted above all to appeal to students learning

science (the STEM subjects) as well as packaging technology, for whom we are opening up numerous channels within our company to start their career,” says Bettina Horenburg, Director Corporate Communications at Siegwerk Druckfarben. “The response was very good – at our site in Siegburg we were visited by 24 students, with some of whom we have already been able to develop personal contacts.”

The students were also very pleased with their visit at Siegwerk. “I have never before seen a company presenting itself so cordially and with so much openness,” recounts Roxanne Engstler, who studies Chemistry with Material Sciences at the University of Applied Sciences Bonn-Rhein-Sieg. “What I found most striking was the people’s enthusiasm in their products and the topics shown in the workshops. You could really see how much the employees enjoy their work.”

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