SIEGWERK

10/01/2009 Press release Pressemitteilungen Company

Record attendance at the Labelexpo booth

With a motivated team and new developments, Siegwerk gained a lot of attention at the Labelexpo 2009 in Brussels. “We clearly drew more visitors than at the last Labelexpo two years ago,” says Peter Hilpert, head of Labels, Sheetfed/UV and Liquid Food Packaging.



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The team consisted of 18 Siegwerkers from 14 countries, and the booth was mostly visited by decision makers – such as production managers and buyers. “Contacts with visitors and customers were very open, almost like meeting friends,” says Hilpert. “We talked about common projects and printing tests. Some companies have already started to invest in new machines again.”

The Labels team presented three innovations in the product area:

- A brand new ink system for facilities using LED-UV drying processes, offering significant energy savings (60% and more).
- The ink series Sicura Flex 39-8, already in production and a bestseller. It's geared to the demands of label printing and fulfils the wishes of flexo-printing companies in terms of reactivity and flow properties. The series is also free of additives and can easily be combined with UV screen printing and UV offset.
- A UV varnish that is based on renewable raw materials (more than 50%). "This development is especially interesting for brand companies in the cosmetics industry," explains Hilpert.

A further focus was on applications requiring low-migration ink ingredients. In this area, Siegwerk has been offering ink systems with polymeric photoinitiators for years – for UV flexo printing as well as for UV offset and UV letterpress. Examples would be Sicura Plast LM, Sicura LM 100 and Sicura 39-9P-SF.

Siegwerk products were presented directly in demonstrations at the event. Rolf Montag, Regional Sales Manager and the internal organizer of Siegwerk's exhibition: "The most important machine producers all used our inks in their demonstrations. That once again provided an opportunity to talk to many visitors."

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