09/07/2016 Pressemitteilungen Press release

Siegwerk and Chromos demonstrate their packaging expertise

Experts present the latest printing technologies for high-quality packaging solutions at the “Competence in Packaging” Symposium



Siegwerk, one of the leading providers of printing inks for packaging applications, labels and catalogs, and Chromos AG, a leading trading company in visual communication and the packaging industry based in Switzerland, hosted today’s “Competence in Packaging” Symposium. More than 50 invited customers met at Glattfelden (Switzerland) and were provided with insights into the latest printing ink technology developments and applications for high-quality packaging solutions.

“Packaging manufacturers’ requirements are constantly changing. Given increasing competition to attract the attention of consumers, there is a particular demand for exceptional, innovative and sustainable solutions,” describes Nils Eggimann, Regional Sales Director Flexible Packaging EMEA at Siegwerk Switzerland AG, the transformation in the packaging market. In this respect all

packaging components play a role: films, printing inks and varnishes, adhesives, bonding agents and others. Siegwerk has a considerable expertise in the area of packaging printing inks. “Our extensive know-how and technical knowledge enable us to help our customers meet the requirements of their individual packaging applications,” Nils Eggimann adds. “For us it is important to share our skills and expertise with our customers and thus boost our common power of innovation. Today’s symposium was therefore an ideal platform for bringing customers and our experts together and briefing them about innovations and future potential.”

Experienced experts from Toppan, Innofrom, Morchem and Siegwerk guided the participants through topics around innovative ink technologies and applications, new barrier films and state-of-the-art adhesives for high performance applications. Siegwerk experts for example gave presentations about innovations in digital printing and radiation-curing systems, provided insights into proprietary polyurethane-based printing ink innovations and into prospects for the use of water-based flexo printing inks in packaging. The diverse program gave customers an overview of current trends and future developments relevant to high-quality packaging solutions. They were able to enhance their own packaging know-how by communicating directly with the experts and speakers.

“Today’s symposium in Switzerland was a unique and immensely inspiring event involving first-class speakers. This has again shown how important networks and know-how clusters are,” summarizes Daniel Broglie, CEO of Chromos AG. “We have a unique partnership with Siegwerk – we are working together since the Chromos Group was founded in 1946. The company has therefore been our partner from day one, and we are very proud of this long-term partnership.”

Media contact



Nathalie Müller-Samson
Manager Corporate Communications

Tel: +491622002727
Email: nathalie.mueller-samson(at)siegwerk.com

Read and share this content online

Scan the QR code to open this article on the Siegwerk website.