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Siegwerk and Prismade Labs collaborate on interactive packaging innovations

The initial results of the development partnership between Siegwerk and Prismade show a high degree of innovation and market potential for interactive packaging solutions that offer a strong response to an increasingly digital world.



First prototypes of the interactive folding box application.

Siegwerk, one of the world's leading suppliers of printing inks for packaging applications and labels, is working on innovative folding box applications for interactive communication between the product and the consumer. This is part of a development partnership with Prismade Labs, a start-up and FutureLab of the edding Group that was founded in 2016 to develop innovative technologies for brand authentication and document security.

The partnership between the two companies is the result of Siegwerk's 2017 start-up program, through which the ink manufacturer is explicitly looking for technologies and innovations that can further advance the development of groundbreaking packaging concepts. "The possibility of communication between the product and the consumer is certain to have an impact on the future of the packaging sector due to the increasingly digital world in which we live," states Christoph Barniske, Head of Digital Business at Siegwerk. "Smart packaging or the 'Internet of Packaging,' which uses integrated digital tags to interact with the consumer, are just two examples of new packaging concepts of the future." Prismade has developed a special technology that enables smartphones to interact with printed electronic structures. After placing the packaging onto their smartphone's screen, the user is able to enable interaction on the smartphone by swiping their finger over the packaging.

For the past few months, a joint project team consisting of technical, sales and conception experts from both partners has been working on the development of customized color solutions to establish the 'Prismade process' for interactive folding box applications. In this context, Siegwerk is developing special printing inks that are compatible with standard ink systems for folding box applications and ensure that the Prismade technology works as well.

The first prototypes of the interactive folding box applications will soon be presented. For this purpose, the partners developed a demonstration model together with Hamburg packaging expert Uwe Melichar from the brand agency FACTOR (www.factor.partners), Brösske, Meyer & Ruf (www.bmr-design.com) in Düsseldorf, and the Edelmann Group, a specialist for innovative developments, folding box construction and production. This demonstration model allows interested parties to get to know the product by using a packaging example. Visitors at Pharma PLAY in Frankfurt, Fachpack in Nuremberg, LUXEPACK in Monaco and the AIPIA conference in Amsterdam can look forward to getting a first glimpse at this newly-developed packaging experience.

Prismade and Siegwerk complement each other very well with their respective core competences and together form a strong team for the long-term development of trend-setting packaging solutions. "Through our collaboration with Prismade, we have the opportunity to actively participate in the development of digital applications in the packaging sector. Their process consists of a successful combination of product authenticity and interactivity," states Christoph Barniske as he explains the ink manufacturer's potential. Siegwerk is already among today's pioneers when it comes to shaping the future of packaging. With its packaging expertise and ink development proficiency, the company is a recognized partner for its customers worldwide. "With Siegwerk as a development partner at our side, we can successfully scale our technology, secure the functionality of our process with ink systems developed specifically for us and strengthen our application potential," states Dr. Karin Weigelt, Managing Director of Prismade Labs. Both companies plan to further expand their collaboration in the future and use the technology for other packaging applications.

Strategic collaboration with relevant startups is essential for Siegwerk to gain important insights into new ideas and advancements that could lead to innovative ink developments and dovetail with upcoming trends in the ink and packaging industry. As an established market player, Siegwerk uses its expertise to support startups in developing their ideas to product maturity and successfully launching them on the market. Further information about Siegwerk's startup program can be found at startups.siegwerk.com.

About Prismade Labs

Prismade stands for "Printed Smart Devices" and was founded in 2016 by Dr. Karin Weigelt and Jan Thiele as a technology developer for printed electronics. As a FutureLab of the edding Group, Prismade Labs enables its partners and customers to develop and produce intelligent printed products. This intelligent paper reacts interactively to the user's touch, which is how it communicates with

a smartphone. For the first time, Prismade is therefore making the Internet of Things possible at an extremely low cost for high-volume applications such as interactive packaging, coupons, magazines and labels, and even security documents. This printed smart ID is more secure than QR codes, cheaper than NFC or Bluetooth and fully recyclable. More information about Prismade Labs GmbH can be found at www.Prismade.com

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