SIEGWERK

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# Siegwerk Announces Grand Opening of Ink Lab at Clemson University's Sonoco Institute

Siegwerk held a ribbon-cutting and grand opening ceremony to celebrate the new Siegwerk Ink Lab at Clemson University's Sonoco Institute of Packaging Design and Graphics on Wednesday, September 4th. Faculty, students and industry leaders were present to get the first look at the redesigned lab and also have an opportunity to network with other industry professionals.




With approximately 350 students currently enrolled in Clemson's Graphic Communications program, students will be able to gain exposure to real-world experience through internships and other programs . The Siegwerk Lab will help with that by providing them the ability to build innovative package design through ink technology, enhance their capabilities to explore visual appearance and functionality of packaging in terms of inks and coatings, and guide their research in energy curable technologies and other ink technologies.

“We are excited about the Siegwerk Ink Lab,” said Jarred Carter, Head of Flexible Packaging. “Over the next five years this lab will provide the faculty and students access to best-in-class ink technology and ink management processes. It was our pleasure to meet the students, along with suppliers and staff to celebrate the commitment we have made to the Sonoco Institute.”

“As Siegwerk’s motto goes – Ink, Heart and Soul – the ink lab sits at the heart of everything that we do at the Sonoco Institute,” said Chip Tonkin, director of the Sonoco Institute and chair of graphic communications. “The new Siegwerk Ink Lab will enhance the Sonoco Institute’s capability to conduct industry print trials and perform flexographic research, as we continue to partner with outstanding companies like Siegwerk.”

**About Sonoco Institute**

The Sonoco Institute of Packaging Design and Graphics uniquely combines the synergies that exist between the Graphic Communications and Packaging Science departments at Clemson University. Founded in 2009, it is the only university program in the country with this one-of-a-kind, multidisciplinary approach to packaging. The Institute leverages its core campus strengths along with the knowledge and participation of its industry partners to make significant contributions at three levels: as an academic stimulator, an industry resource for training and research and a driving force to bring new technologies and innovations to the packaging and graphics markets. For more information, please visit www.SonocoInstitute.com.

**Media contact**

Charity Aalbers
Marketing Coordinator
Phone: (515)471-2207
E-Mail: charity.aalbers(at)siegwerk.com

## Media contact



**Nathalie Müller-Samson**
Manager Corporate Communications

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

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