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Siegwerk appoints ASA Color as new agent in the Philippines

Manila, the Philippines, March 22, 2006 – Siegwerk Ink Packaging has appointed ASA Color & Chemical Industries Inc. as its new agent in the Philippines with immediate effect. ASA Color has had 29 years of experience, and this partnership is expected to strengthen Siegwerk's position in the country.

With their strong market presence and reach into the flexible packaging market, ASA will spearhead the marketing and sales of Siegwerk Ink Packaging products in the Philippines.

This arrangement presents a win-win situation for both companies because their areas of focus complement each other – ASA concentrates on flexible packaging inks (toluene-based), while Siegwerk's focus is on toluene-free ink technology (gravure and flexo), which is becoming increasingly popular with local printers catering to big international brands such as Nestle.

Another area of focus will be UV inks, where there is a growing demand in the market. ASA does not have any UV inks in their current product portfolio, and is highly interested in Siegwerk's UV ink technology, which currently has a considerable market share worth about 500,000 USD a year. As such, the strengths of both companies are also complementary – ASA will provide the network and contacts to the market, while Siegwerk has the right products which ASA will like to include in their range.

Says Mr Christian Vang, Siegwerk Group's Vice President and Head of Asia Pacific,

“This is a wonderful opportunity for both Siegwerk and ASA. We’re confident that with ASA as a platform, our products will be more visible and accessible to the industry players. ASA is also very happy to be able to grow their product portfolio by including our UV inks.”

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