SIEGWERK

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Siegwerk Award 2007 – “newspaper printer of the year”

SV-Druckzentrum Steinhausen GmbH & Co. KG in Munich has been selected “Newspaper Printer of the Year” and awarded with the Siegwerk Award 2007. They have been chosen by the jury of the annual Print&Media Awards (Druck&Medien) which had to decide over more than 180 applications in different categories. The ceremony was part of a gala event in Berlin with 430 guests.

“Along with the winners we are very happy, because they, just like us, always strive for the best solutions for the individual challenges of the customers,” says Michael Müller-Samson, Head of Siegwerk’s business unit Web Offset. Siegwerk has been sponsoring the commendation for extraordinary performance in the newspaper printing industry since the awards were first presented.

The jury was impressed by SV-Druckzentrum Steinhausen’s professional implementation of innovative advertising solutions with the “Süddeutsche Zeitung”. “The printing on LWC paper in cold set without any additional equipment, whole page ads with fragrance or as half cover and glued-on letter fold cards are just some examples of many for the creative products which made the Druckzentrum well-known even across borders,” the jury states.

The Axel Springer Offsetdruckerei Ahrensburg received a particular mention in this category. Their innovative advertising boards, formats and magazines with added value effect for the customer convinced the experts in the jury. From printing on special papers via individual productions to cross-media formats they showed a wide range of possibilities which go way beyond the usual scope of a

newspaper printing shop.

The Freiburger Druck GmbH & Co. KG and the Augsburger Presse-, Druck- und Verlags-GmbH managed to get on the short list. “The Freiburger products stand out due to their high quality with excellent reproduction of pictures”, the jury says. For the printing shop of the “Augsburger Allgemeinen Zeitung” the jury emphasized the consequent standardization in connection with professional color management. In regard to picture and color quality, the results surpass what readers expect from their daily newspaper in many ways.

Media contact Corporate Communications:
Enno Urbeinz
Manager External Communications
Phone: +49 (0) 2241 304-979
Fax: +49 (0) 2241 304-330
E-mail: enno.urbeinz(at)siegwerk.com

Media contact



Nathalie Müller-Samson
Manager Corporate Communications

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



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