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Siegwerk becomes an epda partner

Siegburg, February 17, 2015 – At the beginning of this year Siegwerk, the world market leader in printing inks for packaging, became a partner of epda – the european packaging design association.



epda unites progressively thinking designers specialized in branding and packaging design coming from all over Europe. Since the association advocates cooperation between the different professions in the packaging supply chain, it addresses not only its roughly 60 members but all key players in the packaging design industry too. With two events per year it offers a platform to exchange information and provides a source of inspiration. "This partnership is the logical continuation of several years of cooperation in various aspects of printing design," says Sebastian Specht, responsible for Brand Owner Business at Siegwerk. "We are very much looking forward to intensifying this cooperation.

Cooperation with epda has already started in 2008 when during an intensive project work with other partners of the industry Siegwerk and epda had developed packaging solutions for food applications that were jointly displayed

in the special show "Innovationparc Packaging" during the packaging trade fair interpack. Specht notes: "This field is especially sensitive and we offer ink systems specifically aligned to this highly technical application area." These solutions meet the strict legal requirements for food packaging, enabling it to be designed in a safer and more sustainable way. As an internationally active company, Siegwerk has always attached great importance to sustainability. Along with partners from the entire value chain, Siegwerk develops environmentally sound ink solutions.

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"Together with epda we have already developed a couple of ideas relevant for all professions in the industry. And these ideas will be leading our projects" explains Sebastian Specht. "We aim at better mutual understanding and at finding joint solutions to the challenges the industry is confronted with today," adds Rob Vermeulen, epda board member.

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