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Siegwerk Center of Printing Excellence in the US officially opened

As Siegwerk Canada and USA (CUSA) plan for the future, further expansion is required in order to allow for forecasted growth throughout the region. Towards this, Siegwerk CUSA hosted a grand opening event for its new Center for Printing Excellence.



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After a year of work with the ground-breaking beginning August 2012, Siegwerk has become fully-operational with its new pilot press at its Des Moines, Iowa facility (CUSA headquarters).

“Siegwerk CUSA has truly exhibited one of its key corporate values of foresight in building the Center of Printing Excellence,” Dave Hiserodt, president Flexible Packaging division stated. “Foresight to carry not only Siegwerk, but also its customers and co-supplier partners into the next stage of printing while proactively working together on co-developments and other key projects. This definitely is an exciting time for the Siegwerk organization.” The Center for Printing Excellence will house a pilot press with capabilities to print gravure or flexographic for use with solvent-based or water-based ink technology. There will also be space to add extrusion lamination capabilities which will be completed in the near future.

Attending the grand opening event were the South Des Moines Chamber of Commerce, Des Moines Register, distinguished guests Colleen Davison and John Davison. All local Siegwerk employees were also invited to experience the ribbon cutting, press run, and luncheon to follow. There was a dedication of a plaque hung within the building which commemorates the late Robert “Bob” Davison. “Bob was an integral player in getting the press for this building. He and I shared a common dream and it was his drive that helped us to succeed in this wonderful event,” Dr. Lothar Schaeffeler, VP Technology commented.

Siegwerk CUSA’s Center for Printing Excellence will be dedicated to ink product development, as well as, co-development with customers and suppliers on specific projects. The pilot press also allows for accelerated trialing and commercialization of new products / technologies thus saving Siegwerk customers press time and money. The Center for Printing Excellence will be used as a showcase to enhance and reinforce Siegwerk’s presence and dedication to the packaging market.

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