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Siegwerk convincingly showcased its inkjet inks at InPrint 2018

With its latest presence at InPrint in Milan, Italy, Siegwerk specifically highlighted its broad expertise in digital printing solutions for personalized packaging and labels arousing great interest of visitors.



Siegwerk, one of the leading global providers of printing inks for packaging applications and labels, just presented its customized inkjet ink and service portfolio at this year's InPrint in Italy, the second Italian edition of the leading international trade show of print technologies for industrial manufacturing. Visitors were able to discover various application samples at the company's booth demonstrating the wide-ranging possibilities of its inkjet ink solutions for personalized packaging and label applications.

At InPrint 2018, Siegwerk showed a range of its latest developments and innovations specifically dedicated for inkjet printing of labels and packaging including food compliant low migration solutions. The company also unveiled some new flexible UV inkjet inks at the show that are now available on the market. “We had many interested show visitors stopping at our booth, asking for more information and details about our inkjet ink systems”, says Matthieu Carni, Director Business Unit Inkjet at Siegwerk. Thereby, visitors were strongly interested in the customizability of the company’s solutions to their specific needs. InPrint is a small but leading trade show for technical demonstrations of inkjet system developments and breakthrough innovations making it to an ideal platform for Siegwerk to share ideas, exchange technology know-how and discuss newest challenges.

Next to its exhibition area InPrint also offered an extensive seminar and conference programme with various sessions giving visitors insights into key technical topics, future developments and perspectives. Next to other leading experts Matthieu Carni held a presentation about food compliant inkjet inks enabling a broad field of sensible packaging applications at the showcase theatre of the exhibition. His talk was very well received and opened further inspiring discussions and new business opportunities. “InPrint was just the right place to meet with expert audience enabling us to introduce ourself as competent and reliable partner also for inkjet printing solutions”, he summarizes.

Siegwerk focuses on UV and water-based inkjet inks as most promising technologies in digital printing. The company offers excellent UV inkjet solutions for both standard and sensitive applications as well as primers and OPVs suitable for several scopes. Besides, it is also intensively working on the development of water-based inkjet inks for packaging applications like flexible packaging, tissue or corrugated board for some time. “We strongly believe that UV inkjet will become a mainstream printing technology for label applications and moreover expect some long-term opportunities for UV inkjet especially in the direct-to-

pack printing market”, adds Matthieu Carni. “Whereas we expect water-based inkjet to become the future technology of choice for digital printing of flexible packaging.”

As every application requires different ink characteristics the company offers customized ink solutions to the users’ concrete needs – adjusted to the final application and not only for a given printing equipment. For Siegwerk customization goes beyond classical color matching, it also involves optimization of adhesion, mechanical and chemical resistance properties as well as assessment of migration risks. By providing a combination of best-in-class ink performance, high product safety and continuous support and guidance, Siegwerk is always supporting its customers to address upcoming trends by meeting their individual needs with cutting-edge ink solutions.

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