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Siegwerk expands its local presence in China

Siegwerk has completed the first part of comprehensive investment plans in its footprint in China and expanded its local presence by inaugurating its new INKube in Shanghai today.



Siegwerk just expanded its local footprint in Asia by opening the “INKube”, its new Packaging Ink Solution Center, in Shanghai. In line with the company’s growth strategy Siegwerk continuously invests in both the traditional markets like North America and Western Europe as well as the emerging markets like Asia and Latin America. Especially in Asia the company has already significantly built up resources and capabilities to outgrow the market and meet customers’ requirements with regards to proximity, service quality and know-how. The new Packaging Ink Solution Center will help the company to further expand its local capabilities, competencies and offerings for the Chinese market.

Siegwerk's INKube is the company's new Packaging Ink Solution Center in Shanghai and will be home to more than 220 employees. It is an imposing five-story building constructed in the Xin Zhuang Industrial Zone, just south west of Shanghai's central business district. It combines high quality features with newest working methods creating a new benchmark for the region and offering an inspiring and efficient working atmosphere for all employees. "We see a clear need to devote our resources to serving the markets of tomorrow like Asia in order to ensure sustained success for the company. With the INKube as focal point for Siegwerk in China we will be able to further boost our strong reputation and expand our solution, service and support offerings targeted to satisfy individual customer requirements," says Ralf Hildenbrand, President Asia at Siegwerk. "The new facility, with its collaborative work spaces and multi-purpose areas is a state-of-the-art environment and a great place to work," adds Hildenbrand.

With 220 workstations, plus reception area, the INKsperience Showroom and canteen, the building makes maximum use of the land area with a car park underneath. Besides, the new facility offers 600 meters of overall lab bench space. The new INKube will be the place where brand new products will be developed as per the customers' individual requirements and specific needs. It will become the icon of Siegwerk in China and will serve greatly to the company's vision to be closest to its customers and to offer best in class solutions.

Customers and guests from around the world were invited when Siegwerk China officially opened its new facility in Shanghai today. The guests were guided through the building and amongst others could explore Siegwerk's new 110 sqm INKsperience Showroom, an integral part of the new building. This stylish new show space hosts a collection of experiences focused on the needs of different customers. By using the latest technology for interactive visitor experience, the showroom gives an intense overview of Siegwerk's expertise especially in packaging inks while presenting a wide range of packaging application examples

served by Siegwerk's solutions. "INKsperience is both a visitors' center where guests can be hosted and a demonstration space with state-of-the-art technology which allows us to create a tailored personal experience for each of our customers", explains Ralf Hildenbrand. Regardless if customers are first-time ink buyers or sophisticated brand owners with a deep interest in the ink and packaging options available, Siegwerk's showroom delivers a visual and innovative experience with the perfect result. "All in all, today's inauguration was a great success and we were happy to open our doors to the new INKube and share experiences and know-how with our customers and guests," he adds.

Beyond investments in Asia, and particularly China, Siegwerk is further investing in the creation of regional Centers of Excellence in manufacturing in order to implement state-of-the-art production technologies and improve global processes to be able to offer its solutions at the same highest quality worldwide. In line with this goal, the company recently completed a comprehensive investment project at one of its European technical centers in France, where it opened a brand new Blending Center for the production of water-based inks, and also invested in automation and increased capacity within the manufacturing of water-based and energy curable products at its US-site in Morganton, North Carolina. Going forward, Siegwerk will continue to focus on expanding its offering for the packaging market. With a combination of best-in-class ink performance, optimum product safety and continuous support and guidance, Siegwerk is making every effort to support customers worldwide in addressing upcoming trends and meet their individual needs with cutting-edge solutions.

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