SIEGWERK

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Siegwerk expands its presence in the Middle East with new site in Dubai

Combining logistical efficiency with advanced eco-friendly ink technologies, Siegwerk is set to serve the Middle East packaging industry even better with its new office and warehouse facility in Dubai.



Dubai, United Arab Emirates, June 27, 2025. - Siegwerk, one of the leading global providers of printing inks and coatings for packaging applications and labels, has announced the opening of a new site in Dubai, United Arab Emirates, further strengthening its presence in the Middle East. With the new location, consisting of an office building and a warehouse, Siegwerk will improve service proximity and logistical efficiency, ensuring faster delivery times and enhanced support for customers across the Middle East region. The expansion underlines Siegwerk's commitment to further expanding its global presence to be closer to its customers to meet local market needs even better.

“As demand for high-performance and sustainable packaging solutions continue to grow in the Middle East, we are excited to establish a stronger local presence through our new site in Dubai now,” says Stefan Rosenberg, Head of Sales of the Business Unit Narrow Web at Siegwerk. “The investment allows us to be closer to our customers, provide faster and more flexible support, and offer solutions that help them meet ever-changing regulatory and sustainability requirements. This includes, for example, our advanced LED Dual Cure ink technology, which enable packaging printers to switch to more eco-friendly production processes without compromising on performance.”

Siegwerk has been developing UV and LED-curing solutions for decades leading to a broad portfolio of state-of-the-art inks and coatings that are continuously optimized to meet changing market requirements, such as new raw materials and the increasing performance of LED/UV lamps. With its *SICURA Nutriflex LEDTec* series Siegwerk offers, for example, a low migration UV Flexo ink that is suitable for primary food, pharmaceutical and hygiene packaging applications, while its *SICURA Flex Dual Cure* can be used for standard applications such as PSL or Sleeves. Both series can be cured using both LED and UV arc lamps. Both ink technologies comply with the latest regulations including the German Ink Ordinance (SICURA Nutriflex LEDTec) and offer benefits such as lower energy consumption, reduced CO2 emissions, and improved recyclability of printed substrates. This underscores Siegwerk’s commitment to pioneering the development of forward-looking printing inks and coatings that facilitate compliant and safe packaging production while promoting a sustainable and recyclable packaging industry.

“Our Dual Cure solutions are perfectly suited for the needs of packaging printers in the Middle East, where sustainability and compliance with international and local regulations are becoming increasingly important,” adds Rosenberg. “With our local experts and new infrastructure, we are ideally positioned to support customers in their transition to LED curing as future-ready printing technology.”

With potential electricity savings of up to 50%, LED is becoming an increasingly attractive alternative for printers, not least due to the recent high and volatile energy costs.

The expansion to Dubai marks another strategic milestone in Siegwerk's broader global strategy to invest in key growth markets and foster sustainable innovation throughout the packaging value chain. The company continues to collaborate closely with partners and customers worldwide to co-create solutions that balance economic and ecological needs.

To learn more about Siegwerk's offering, please visit the product and application finder here.

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