SIEGWERK

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Siegwerk Group International announces new organization

Less than 100 days after closing of the acquisition of SICPA's packaging ink division, Siegwerk Group International announces the organizational structure for the EMEA (Europe, Middle East, Africa) operations in Sales, Technical Service and Strategic Product Innovation. At the same time, all customer-related business areas have been successfully integrated and all customer contacts were assigned to dedicated sales and technology teams.

"The printing ink industry is going through a phase of change and consolidation. One of the essential factors for a successful acquisition is the integration speed. The rapid and successful merger of all entities with close customer contact shows that cooperation with our business partners will continue to be our number one priority. Our main goal is to provide the high level of technology and service our customers expect from us" says Herbert Forker, President and CEO of Siegwerk Group International.

In Europe, the Siegwerk Group has moved from a country-based organization to a business unit structure, organized around market segments and functional units, namely Supply Chain Management/Production, Global Purchasing and Strategic Product Innovation. The regional organizations in NAFTA (led by Dan McDowell), South America (led by Juan Carlos Salaberry) and Asia/Pacific (led by Christian Vang) will adopt similar structures. "In the future, our international customers will have a single point of contact that can provide global solutions with a first-class, local, customer service," adds Forker.

The division “Flexible Packaging” (led by Ralf Hildenbrand) – which covers the printing ink business for flexible packaging materials – and the division “Plastic, Paper & Label (PPL) Packaging” (led by Hugo Noordhoek Hegt) – which includes the business units “Sheetfed & UV”, “Paper & Board”, “Tobacco”, “Label” and “Decorative” – will operate under the Siegwerk Ink Packaging brand. They will have global responsibility for their product portfolio, pricing strategy, and international account management. In Europe, Middle East and Africa (EMEA region) they are responsible for the overall business result.

Siegwerk Ink Packaging, with sales of € 610 million (2004) is a global market leader in ink for advanced flexible packaging, tobacco packaging and labels. “Thanks to our clear focus and presence in growth markets like Eastern Europe, Asia and South America, Siegwerk Ink Packaging is perfectly positioned for the future to take full advantage of the market potential," explains Forker.

Siegwerk’s publication business will operate under the Siegwerk Ink Publication brand (led by Ansgar Nonn). The Supply Chain Management/Production department (also led by Ansgar Nonn) will manage Siegwerk’s production network to better leverage the company’s new scale.

Media contact



Nathalie Müller-Samson
Manager Corporate Communications

Tel: +491622002727
Email: nathalie.mueller-samson(at)siegwerk.com



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