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Siegwerk Ink Packaging Makes its Debut at the ProFlex Trade Show

At ProFlex 2005 in Stuttgart, Siegwerk Ink Packaging, the new global player in the packaging printing ink market, appeared for the first time before an audience of professionals with a joint team from Siegwerk/SICPA Packaging.

The debut followed only a few days after the Siegwerk Group's successful takeover of the packaging printing ink division of SICPA Holding SA, Switzerland. Siegwerk Ink Packaging will in future combine the packaging ink divisions of the two former companies together with Color Converting. The resulting company is a global leader in the production of advanced printing ink for high-quality packaging.

There was a very positive response from the professional visitors at the show. Besides the synergy effects, customers will also benefit from the company's global reach, as Siegwerk Ink Packaging's presence on all international marketplaces will result in improved flexibility.

Even competitors were amazed by the rapidity and assurance with which Siegwerk Ink Packaging brought off its first public appearance, as - despite the short preparation time - the Siegwerk employees and their new colleagues from SICPA Packaging were able to present themselves as a well-coordinated team.

Dr. Klaus Heger, Head of Technology Flexible Packaging, who gave the opening speech on the "German Flexographic Technical Association (DFTA)," expressed his

great satisfaction at the successful launch of Siegwirk Ink Packaging: "With ProFlex, we have chosen an outstanding platform for our first appearance. We have been able to hold our first personal talks with customers, the media and suppliers here, and to convince them of the advantages of the merger and of Siegwirk Ink Packaging."

A total of 98 international exhibitors, with 114 trade show booths were present at this year's ProFlex. Siegwirk Ink Packaging will present itself at five further tradeshow by the year end.

Siegwerk Group International

With 4,100 employees and annual sales of €773 million, Siegwirk Group International is the world's largest Europe-based printing ink company. A company that now has subsidiaries throughout the world, it was originally established in 1830, making it one of the oldest family-owned businesses in Europe. Countless patent applications have shown Siegwirk Group International to be the industry's most innovative company worldwide. In the field of advanced packaging ink, the firm is the global market leader. In publication gravure, Siegwirk Group International is market leader in Europe and Latin America, and No. 3 in North America. In web offset the company is one of Europe's fastest-growing players in the industry.

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