SIEGWERK

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Siegwerk Joins Masterpress Media Day to Champion Collaborative Innovation in Sustainable Packaging

Masterpress, Taghleef and Siegwerk prepare collaboratively for recyclable packaging solutions



Siegwerk is proud to share its participation in the Masterpress Media Day, which took place on June 5, 2025 at Masterpress's site in Białystok, Poland. At the event, industry leaders discussed the future of sustainable packaging in light of the evolving EU Packaging and Packaging Waste Regulation (PPWR) and other market trends.

The event featured a high-level panel discussion titled "Removing the 'buzz' in collaboration – delivering a 'Competitive' EU PPWR through collaborative efforts across the packaging supply chain". During the panel Siegwerk was represented by Alina Marm, Head of Global Sustainability and Circular Economy, and Marc Larvor, Head of Technology BU NW EMEA.

Alongside partners from Masterpress and Taghleef, the panel explored regulatory blind spots in the PPWR, the importance of design-for-recycling (DfR) guidelines, and how cross-industry collaboration can drive innovation. Siegwerk also shared insights into its CIRKIT product portfolio, which combines functional coatings and inks that maintain recyclability while enabling mono-material packaging solutions. The company also highlighted its leadership in developing deinkable and low-migration ink systems and its proactive role in collaborative testing to meet EU and national regulations, such as the German Ink Ordinance 1.2.

“Despite all its challenges the PPWR is a unique opportunity to create a packaging industry that offers functional, sustainable and in the end cost-competitive packaging as it makes recyclable packaging the only viable option”, said Alina Marm. “By working closely with partners across the value chain, such as Masterpress and Taghleef, we’re turning regulatory challenges into opportunities for scalable, sustainable solutions.”

Masterpress Media Day emphasised the importance of collaboration in creating a circular packaging economy, and Siegwerk is proud to be at the forefront of this change.

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