07/02/2025 Press release

Siegwerk Launches Sustainable Procurement Program “SustainUP” with Global Kick-off Webinar

Sustainable products start with sustainable procurement.



Siegwerk has officially launched its Sustainable Procurement Program “SustainUP” with a global virtual kick-off event. The webinar brought together suppliers, sustainability experts, and company leadership to mark the beginning of a new chapter in responsible sourcing. This initiative reflects Siegwerk’s belief that the journey to a more sustainable future begins long before production - at the very first link in the supply chain.

In his opening remarks, CEO Nicolas Wiedmann emphasized the company’s ambition to drive real, measurable change. “We are not just about compliance. We want a real change that will make an impact. But we cannot do this alone. We need our suppliers to walk this path with us.”

Group CPO Arash Babai reinforced this message by stating," Sustainability is becoming a core principle in our procurement practices—on equal footing with our priorities of quality, supply security and cost efficiency."

Siegwerk's Sustainable Procurement Program is designed to:

- Reduce Scope 3 emissions by 25% by 2030, with a long-term goal of achieving net zero by 2050
- Develop suppliers to reduce environmental and human rights risks
- Promote transparency, dialogue, and continuous improvement through tailored engagement and collaboration

The program also includes supplier training, maturity assessments, and collaborative tools to support progress. As such it brings the established Human Rights Policy & Guiding Principles and Business Partner Code of Conduct into action. It is a key pillar of Siegwerk's broader HorizonNOW sustainability strategy, which integrates climate action, human rights, and circular innovation across the business.

The event concluded with a strong call to action: "Together, we can build a supply chain that is not only efficient and resilient, but also ethical and future-proof: Let's turn commitment into action!", said Cathleen Hansohm, Global Supplier Sustainability Manager.

For more information about Siegwerk's sustainability initiatives, visit www.siegwerk.com.

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