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Siegwerk launches webshop for sheetfed products

With the launch of the e-commerce platform for sheetfed offset inks, the printing ink manufacturer is offering customers an optimal digital channel for simplified order processing and increased efficiency.



Siegwerk, one of the world's leading suppliers of printing inks for packaging applications and labels, has had a webshop open for several days to order its TEMPO and SICURA color series for sheetfed offset printing. In doing so, the company is relying on another digital channel for more efficient operational business development with its customers. The new e-commerce platform is targeted specifically at new customers. Large print shops, and especially customers with low volume requirements, can take advantage of the company's high-quality solutions and services online.

The new webshop offers customers an uncomplicated and efficient way to order the sheetfed offset inks and coatings they need from the company around the

clock. With a catchy product categorization, customers can find colors quickly for specific uses. They can also download relevant technical data sheets and additional product information. For each product, the user will also be shown matching and compatible accessories. Order processing is completely digital and can be easily integrated into the user's administration processes. An order history also helps the user track previous activities in the shop so they can reorder products quickly and easily. Users can contact a service hotline at any time for Siegwerk customer support with technical or product-specific questions. After successful registration, the new customers will receive customized advice and will be given instructions on how to use the individual products available. This means that the user can be sure that they are selecting the optimal color solutions for their specific application starting with their first order.

Siegwerk's sheetfed portfolio includes printing inks for all applications in both conventional and UV offset printing: from food cartons, to luxury finished cartons, labels for food and non-food applications, through to commercial printing. With TEMPO, Siegwerk's printing ink series for conventional offset applications, the company offers, for example, mineral oil-free paints as well as oil and water-based paints for a variety of applications in packaging and commercial printing. The TEMPO series impresses with its outstanding technical printing performance, durability and user-friendliness for short runs, front and back printing, as well as further processing. Siegwerk also sells printing inks and coatings for UV applications under the brand name SICURA. All colors in the series are highly reactive, robust, resistant and free from volatile organic compounds (VOCs). They can be printed on a variety of substrates, such as paper, cardboard, aluminum and plastics. In the area of food and cosmetic applications, Siegwerk also offers specially developed color and coating systems that feature the lowest migration tendency and fully comply with all legal requirements.

"Our goal is to drive digitalization in the printing and packaging industry. Of course, this also includes the digitalization of our operational business," says

Christoph Barniske, Head of Digital Business at Siegwerk. "In this regard, we are always looking for ways to further improve our services and to make collaboration with our customers as efficient as possible." For this purpose, the company employs a digital business unit based in Berlin. This team is focused on identifying digital services and processes that can simplify day-to-day work for customers and further improve their interaction with Siegwerk. "With the use of the new webshop for sheetfed offset inks, we want to bring our service even closer to the customer, while offering our color solutions specifically to new customers with lower requirements," adds Christoph Barniske, Head of Digital Business at Siegwerk. Special new customer offers, long-term discount campaigns and free shipping standard deliveries should help to increase interest in the new webshop.

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