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Siegwerk: New Marketing Director Flexible Packaging

Thomas Bastian (38) is the new Marketing Director Flexible Packaging at Siegwerk, a leading manufacturer of high-end inks for packaging and publications.

Bastian, previously sales and marketing director at Smurfit Kappa Herzberger Papierfabrik in Herzberg (Germany) is responsible for the business unit's global marketing strategy and reports directly to the board. Working from Siegwerk's headquarters in Siegburg, near Cologne (Germany), Bastian aims at providing more transparency: "Existing and new Siegwerk customers want to see clear customer benefit throughout the entire value chain. Therefore, our marketing strategy in flexible packaging will focus on communicating our comprehensive expertise as well as producing credible evidence for our promise to the market." Bastian plans to extend the dialog with customers as well as to align the business unit with the market.

Thomas Bastian has a degree in engineering with a specialization in packaging technology as well as an MBA in marketing and international management from Swiss Business School in Zurich.

About Siegwerk

With 4,000 employees in 36 countries and annual sales of Euro 830 million, Siegwerk is a world-leading independent ink manufacturer. Established in 1830 and headquartered in Europe, the company is one of the oldest family-owned businesses. Countless inventions and patents demonstrate the company's leadership in innovation. Siegwerk is a global market leader in packaging ink and

publication gravure ink. In web offset the company is one of Europe's fastest-growing players in the industry.

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