SIEGWERK

04/04/2019 Pressemitteilungen Press release

Siegwerk plans to build a new Blending Center in Bangladesh to further strengthen its local footprint in South Asia

With the construction of a new state-of-the-art Blending Center in Bangladesh, Siegwerk strengthens its local infrastructure while getting closer to its customers in the country.



Ashish Pradhan, CEO Siegwerk India, talking at the media conference in Dhaka, Bangladesh.

Siegwerk, one of the leading global suppliers of printing inks for packaging applications and labels, has announced plans for a new Blending Center in the

Dhaka region, in Bangladesh. The center is expected to start operation in the fourth quarter of 2019. With this expansion, the company significantly strengthens its domestic business in the country while extending its position across the overall Asian region.

Siegwerk has been supplying inks to printers in Bangladesh since the mid-nineties. “We have established a very good customer base with sustainable growth in Bangladesh. We now want to get closer to our customers supporting them more effectively with individually formulated ink solutions which match their local printing requirements,” says Ashish Pradhan, Director Siegwerk Bangladesh Limited. Presently, inks are imported from Siegwerk’s plant in India. Going forward, the new center will blend solvent & water-based inks, as well as UV and conventional offset inks directly in Bangladesh. “The new Blending Center will enable us to make our products and solutions even more accessible to local customers and enhance our service capabilities across the country, while strengthening our leadership position,” adds Pradhan. Subsequently, the company will be able to reduce lead times and provide local customers with the highest global technology expertise directly in their own country.

As a global leader in product safety, the new center will be a toluene-free environment. This means, toluene, or any raw materials containing toluene, will not be used as intentionally-added ingredients at all. All produced inks will be compliant with global regulatory and brand owner requirements to ensure products are safe for the end-use packaging applications.

With its global production and service network Siegwerk offers customers a consistent high level of quality worldwide. The basic colors and varnishes are therefore manufactured in a standardized process at 16 dedicated Siegwerk “Centers of Excellence” around the world. The raw materials and intermediate products are as close to identical as possible, laying the foundations for consistent product quality. “Blending Centers” in more than 30 national subsidiaries worldwide ensure that Siegwerk printing inks are subsequently

tailored to meet the individual customer's requirements – in time and with the desired performance.

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