

10/16/2007 Press release Pressemitteilungen Company

Siegwerk successful in the press world

IfraExpo '07 in Vienna

The world's most important trade fair for newspaper printing, the IfraExpo 2007, ran very well for Siegwerk. "With more than 130 contacts from 21 countries we were able to intensify existing relationships and to make new interesting contacts", says Ulrich Michaelis, Sales Manager Web offset North/Central Europe.

The fair, which took place in Vienna for the first time, offered experts from all over the world innovations and highlights in web offset. Technical officers and decision-makers of the newspaper printing industry took the opportunity to inform themselves about the product portfolio and discussed current Industry trends at the Siegwerk stand. They were especially focussed on the topics "waterless offset printing" and "U.V. curing in cold-set". Japanese visitors were also very interested in Siegwerk ink solutions, especially in the fragrance series Aromit. Siegwerk offers this system as fragrance lacquer (sheet and heat-set) and fragrance ink (cold-set).

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