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Siegwerk to present its digital ink expertise at this year's InPrint 2019

With this year's presence at InPrint Siegwerk will showcase its customized inkjet inks for personalized packaging and labels underlining its extensive ink expertise for analog and digital printing solutions.



Siegwerk, one of the leading global providers of printing inks for packaging applications and labels, will exhibit from November 12 to 14 at this year's InPrint Munich 2019, the leading international exhibition of print technologies for industrial manufacturing. The company will use this opportunity to present its customized inkjet ink and service portfolio including its latest developments and innovations for digital printing. Visitors will be able to experience the wide-ranging application possibilities of Siegwerk's inkjet ink solutions for personalized packaging and labels at booth 440 in hall A6.

Next to the company's broad portfolio of established analog inks for printers, Siegwerk also has a strong footprint in digital printing today offering UV and water-based inkjet ink solutions for narrow web and large width packaging to equipment manufacturers for both packaging and label applications. "As InPrint is a leading international trade show for industrial printing technology - especially focusing on digital finishing processes – it is an ideal platform for us to share ideas, exchange technology Know-how and discuss the newest challenges with our customers, machine manufacturers as well as other industry partners", explains Matthieu Carni, Director Business Unit Inkjet at Siegwerk. With this year's presence Siegwerk will further position itself as leading printing ink provider and competent partner for digital printing solutions.

Over the years, Siegwerk has continuously invested in the expansion of its digital printing segment and created a solid base for significant commercial success. By acquiring Agfa Graphics' UV inkjet business for packaging and label printing in March 2018, Siegwerk has significantly strengthened its existing UV inkjet portfolio. Today, the company offers a unique variety of high-quality UV inkjet solutions for all application areas in label and packaging printing including standard and sensitive applications as well as primers and OPVs suitable for various scopes. With Sicura NutriJet the company for example provides an inkjet ink series for sensitive food and pharma packaging that works with different inkjet printing head technologies. Siegwerk's portfolio covers both UV inkjet solutions for a wide range of applications including self-adhesive labels, wet-glue labels for beverages, direct printing on 3D-packaging objects or blister and aluminum lids for pharma and food products as well as customized water-based inkjet ink solutions for tissue printing and digital printing on flexible packaging. "As one of the leading providers of printing inks for labels and packaging applications for all kind of printing technologies, we don't believe in 'one fits all' solutions as every application requires different ink characteristics", adds Carni. From standard CMYK inks for labels, through specialty inks for coding applications or custom-made spot colors to migration optimized inks for sensitive

food and pharma packaging, Siegwerk always offers a suitable solution concretely adjusted to the final application and not only for a given printing equipment. For Siegwerk customization goes beyond classical color matching, it also involves optimization of adhesion, mechanical and chemical resistance properties as well as assessment of migration risks.

Siegwerk strongly believes that digital printing offers tremendous possibilities for growth in packaging. UV inkjet for example enables the direct print on 3D objects which does not only open new approaches for brand differentiation but also helps packaging producers to save labeling materials, reduce waste and achieve overall leaner processes. Besides, the company expects water-based inkjet to become the future technology of choice for digital printing of flexible packaging. Even though there are still some significant technology barriers and challenges that need to be overcome, Siegwerk is already working intensively on the development of water-based inkjet inks for packaging applications like flexible packaging, tissue or corrugated board. “We anticipate first developments of water-based inkjet inks for flexible packaging to be announced around drupa and Interpack next year”, says Carni.

By providing a combination of best-in-class ink performance, high product safety and continuous support and guidance, Siegwerk is always supporting its customers to address upcoming trends by meeting their individual needs with cutting-edge ink solutions.

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