

07/31/2018 Pressemitteilungen Press release

Siegwerk to present latest ink developments at this year's Labelexpo Americas 2018

Under the motto "Explore your Future", Siegwerk will showcase its tailor-made ink and service portfolio addressing current and future label and packaging trends at Labelexpo 2018 in Chicago, USA.



Siegwerk, one of the leading global providers of printing inks for packaging applications and labels, will exhibit from September 25 to 27 at this year's Labelexpo Americas 2018, the largest label and package printing event in the USA. 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. Visitors to the trade show can 'explore the future' with Siegwerk's experts at booth 5923 to discuss label and package printing innovations, trends and learn more about the company's inks and services.

“At Labelexpo we will give visitors insights into our **newest ink developments**,” says Tom Hammer, Head of Technical Marketing at Siegwerk. “We will debuting our new *Sicura Flex ORBIS ink series*, a new generation of UV flexo inks especially developed for pressure sensitive paper, film labels as well as unsupported films and shrink sleeve applications.” *Sicura Flex ORBIS* offers high color strength and low viscosity for an improved print performance at higher speeds. It is a monochromatic base ink series which provides a wider expanded color gamut that increases productivity. “We will also commercially launch a new water-based lamination system called *HyperLam*, as well as a new system of metallics called *Aqua Sparkle X* at the show,” adds Hammer. Furthermore, Siegwerk will be highlighting the **latest product enhancements** to popular brands such as *Ultra Pro* and *Poly Screen III* systems. These inks have been enhanced to require very low maintenance with improved printability to assure quality and consistent printing for better productivity and reduced waste.

Due to a steady increase in regulatory efforts worldwide driven by stringent regulations, product safety stays the most important and challenging aspect in narrow web packaging. Food safe ink solutions are more in demand than ever, which makes migration optimized ink systems one of the largest growing areas in the ink industry. Siegwerk offers an **extensive UV ink portfolio for food compliant applications**, which the company will also showcase at Labelexpo. “All our low migration UV inks offer outstanding printing properties, optimal curing results, and safe fulfillment of legal requirements. They show a high degree of strength and resistance for different packaged products and are suitable for printing at high production speeds,” explains Hammer. The company has already noted a gradual volume switch from conventional UV to migration optimized UV inks, such as *Sicura Nutriflex 39-10*, over the last years and expects LED UV curing to continue being one of the growth drivers throughout the printing industry. Further expansion of LED UV ink applications will enable printers to use the technology for the full range of products. With its *Sicura Nutriflex LEDTec* product range, Siegwerk already offers a well-established migration optimized LED UV

flexo series for food and pharma packaging, especially addressing the growing demand for low migration products in the area of food packaging applications. As a global leader in delivering product safety, Siegwerk always supports its customers when safeguards against regulatory risks or product contamination are required.

Siegwerk will also have interactive live demos of *FastMatch*TM, a web-based color management software program for accurate ink formulations. *FastMatch* is available for water-based and UV inks, and can utilize the user's preferred substrate. It allows printers to reduce set up times and waste with every color in the Pantone book, including the most recent 3500 series. Colors can be standardized and stored in a database that can be utilized across multiple locations and be used at a moment's notice without adjustments to the formula. *FastMatch* is only available in the USA and Canada.

"It's always our goal to provide customers with the best and most efficient solution and support for their individual situation. We are always focused on finding the optimal solution that exactly meets the individual requirements and needs of every single customer," explains Dave Hiserodt, President CUSA at Siegwerk. "That's why platforms like Labelexpo are ideal touchpoints for us to share ideas and discuss newest challenges and requirements with our customers and other industry experts." Siegwerk attaches great importance to open dialog with its customers. Understanding their needs is key to the company identifying trending topics and open issues that enable it to channel its R&D activities into the market segments of the future. As one of the world's leading ink manufacturers for packaging printing Siegwerk's product portfolio goes beyond inks and also includes an extensive range of services including on-site consulting, ink room management, technical support, printing ink related training, and others. It's all about supporting customers to optimally address their individual needs and application purposes while increasing efficiency and safety.

Media contact



Nathalie Müller-Samson

Manager Corporate Communications

Tel: +491622002727

Email: nathalie.mueller-samson(at)siegwerk.com



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