SIEGWERK

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Siegwerk to showcase its latest range of labels and packaging solutions at Labelexpo Southeast Asia 2018

In line with its “Focused on your needs” motto, Siegwerk will present its tailor-made ink solutions and service portfolio for labels and narrow web applications in Bangkok, Thailand.



Siegwerk, one of the leading global providers of printing inks for packaging applications and labels, will exhibit at this year’s Labelexpo Southeast Asia, at the Bangkok International Trade and Exhibition Center (BITEC) from May 10-12, 2018. Siegwerk will present its latest range of reliable and user-friendly solutions for narrow web applications encompassing all printing processes and numerous special requirements. Visitors to the trade show can meet with Siegwerk’s experts at Booth D4 in Hall EH98 to learn more about its inks and services or to discuss label and packaging printing innovations and trends.

“It’s always our goal to provide customers with the best and most efficient solution and support for their individual applications. We are always ‘Focused on your needs’ and are analyzing the exact requirements and needs which each customer has,” explains Kenn Chen, Head of Business Unit Narrow Web, Southeast Asia, at Siegwerk. “That’s why platforms like the Labelexpo are great opportunities for us to share ideas and discuss the latest challenges and requirements with our customers and other industry experts.” Siegwerk understands the importance of open dialog with its customers. Anticipating the unique needs of customers is key to Siegwerk identifying trending topics and open issues that enable it to channel its research and development activities into the appropriate market segments of the future.

Siegwerk will take the opportunity to showcase its ink expertise for narrow web printing by giving insights into its corresponding range of printing ink solutions including the company’s latest innovations for plastic tube laminates, shrink sleeves and in-mold labels, also covering low migration systems, LED inks and specialities for combination printing.

By providing a combination of best-in-class ink performance, high levels of product safety and continuous guidance and support, Siegwerk is making every effort to help its customers address upcoming trends and to meet their specific needs with customized ink solutions supporting a safe and efficient ink performance. In line with its “Focused on your needs” motto, the company’s showcase at Labelexpo Southeast Asia 2018 will be a touch-point for discussions and conversations about current label and packaging print requirements and solutions as well as future trends.

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