02/21/2017 Pressemitteilungen Press release

Siegwerk to showcase its packaging expertise at interpack's special trade fair "components 2017"

In line with its "Focused on your needs" motto, Siegwerk will be demonstrating tailor-made ink solutions and services that address current and future packaging trends at this year's 'components' in Duesseldorf, Germany.



Siegwerk, one of the leading global providers of printing inks for packaging applications and labels, will exhibit at this year's 'components 2017', a supplier trade fair organized as part of interpack, the leading trade show for processes and packaging. By providing a combination of best-in-class ink performance, optimum product safety and continuous support and guidance, Siegwerk is making every effort to help its customers address upcoming trends and to meet their individual needs with cutting-edge ink solutions. Visitors to the fair can get in touch with Siegwerk's experts at Booth E13 in Hall 18 to learn more about its packaging inks and services or to discuss packaging print innovations and trends.

In combination with ‘components’, interpack is showcasing every part of the value chain and it therefore offers a great overview of all relevant segments in the packaging industry. This trade show is one of the go-to international events for a highly specialist audience interested in intelligent and innovative packaging strategies and designs. “Offering optimum solutions and products that meet the individual needs of every single customer is key for us at Siegwerk. We are always ‘Focused on your needs’,” is how Hugo Noordhoek Hegt, President EMEA at Siegwerk, explains what the company’s motto for the show is all about. “Therefore ‘components’ is an ideal touch point for sharing ideas as well as discussing challenges and new requirements with our customers. This kind of lively exchange helps us understand our customers better and focus our R&D efforts to continue shaping the future of packaging.”

Siegwerk focuses on continuously expanding its offering for the packaging market. In line with the company’s goal of providing solutions for all packaging applications – i.e. enhancing its portfolio in order to become a full-range provider to packaging printers – Siegwerk completed a number of strategic investments during the last year. The company has, for example, built a laboratory dedicated to the development of customized inkjet solutions, opened a brand new Blending Center for the production of water-based inks and expanded its local presence in China by opening its new Packaging Ink Solution Center – to just name a few examples of the company’s latest investments aimed at driving the future of packaging.

As international ink manufacturer Siegwerk knows that different customers have different needs. The company wants to enable every customer to achieve greater levels of efficiency and safety and therefore aims to provide customized solutions meeting specific circumstances and individual requirements. When formulating its inks, Siegwerk is not only looking for optimum performance based on customers’ processes but also to ensure that these inks are safe to use for the desired packaging applications. As a global leader in providing product safety, Siegwerk

supports its customers when protection against regulatory risks or product contamination is required. In addition to its best-in-class ink solutions the company also offers customers guidance and support, for example in terms of process optimization, complexity reduction and efficiency gains for printing shops.

Siegwerk attaches great importance to open dialogs with its customers. Understanding their needs is key to the company identifying trending topics and open issues in order to channel its R&D activities into the market segments of the future. The company has already launched several innovative solutions that were developed to help customers keep track of future-focused industry trends. The first LED UV flexo inks for food and pharmaceutical packaging, UV inkjet inks for labels, sustainable water-based inks for paper and board applications and a new ink range for gravure printing, based on a polyurethane binder system and free of polyvinyl chloride (PVC), are just a few examples of cutting-edge solutions recently developed by Siegwerk that address current industry trends.

The company is not only looking into product trends but also into future management issues to enhance its future viability and ensure the company's success going forward. Siegwerk recently made a commitment to the widely dicussed topic of digitalization in order to take account of inevitable changes in good time. "We just established a new digital business unit to understand how customer proximity and big data can help us improve our services to customers, to enhance the work of our sales teams and to initiate new infrastructure projects designed to generate worldwide synergies," says Herbert Forker, CEO of Siegwerk. The Berlin-based digital unit will be looking at all areas where digitalization affects the company's business; from customer interfaces to IT infrastructures as well as knowledge capture and sharing. It's about determining the relevant pain points that customers face and analyzing whether digital processes could help to improve and simplify the day-to-day work of customers and thus enhance the overall customer journey. To drive its own digital

transformation forward, Siegwerk partners with etventure, a digital consultancy and start-up builder, to facilitate increasing communication between the company, other digital innovation centers and start-up organizations. It's all about making the company ready for the future and supporting customers to achieve optimum performance by providing modern solutions and services.

In line with the "Focused on your needs" motto, Siegwerk's presence at 'components 2017' will be a touch point for discussions and conversations about current packaging print requirements and solutions as well as future trends. interpack visitors can obtain more information about Siegwerk's range of products and services at Booth E13 in Hall 18 from May 4 to 10, 2017.

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