SIEGWERK

06/27/2016 Einblicke Insight

Siegwerkers at drupa 2016 – Interview about trends, highlights and experiences

David Charquet about his impressions at this year's drupa, future trends and dimensions of the show. He is International Key Account Manager Europe of the Paper & Board Business Unit at Siegwerk France SA.



Q: *How was your visit at this year's drupa, David?*

A: Shows like drupa are always a great place to network and interact with customers, partners and colleagues. You see all kind of companies and manufacturers involved in printing which gives you a great overview of the industry and its bigger trends. To meet other key players of the industry gives insights into their future efforts and focus. To see where others try to go to and where your own efforts already are can be very inspiring going forward towards new innovations.

Q: *What were your highlights of drupa 2016?*

A: My highlight clearly was the digital presence in packaging printing. I was completely impressed by the print quality that was already presented at the show. You could feel that printing is entering into a new dimension. I mean, would you have expected that control areas of printing presses can look like flight cockpits? If you ask me, the jobs of printers and designers are really moving to a new level – or let's say planet to stick with the futuristic spirit I've felt in all around the show. But the best thing of this big international trade shows is, when you can prove that your company is also a driver of predominant industry trends presented at the show. That specific projects and partnerships, innovative products and dedicated research teams move the company into the right direction – and you are part of it.

Q: *What is one of the most exciting current trends from your perspective?*

A: *At drupa you could see that ecological footprints of products and eco-friendly processes gain in importance for companies exhibiting at the show. Many booths had a green message or a special focus on eco-friendliness. Brand owners desire for fully renewable packaging and in this regard sustainable processes and materials play an essential role which needs to be reflected in all involved parties of the printing process. Being sustainable and offering eco-friendly products will become more and more important for key players. We at Siegwerk are already acting in this term. For us sustainability is progress. Assessing ways of enhancing*

the ecological footprint of our inks with no loss of performance is one of our key R&D efforts. Shortly before drupa, we've announced the launch of our new, second generation of sustainable water-based ink series for paper and board applications – it's called UniXYL. The new product range is partially based on natural resins and provides an environmentally friendly alternative to conventional inks. And this is the way to go if you ask me. I am convinced that we will see more digital and sustainable printing at next drupa in 4 years as these are the trending topics that will set new dimensions in the industry.

Media contact



Nathalie Müller-Samson
Manager Corporate Communications

Tel: +49 162 200 2727
Email: nathalie.mueller-samson(at)siegwerk.com

Read and share this content online

Scan the QR code to open this article on the Siegwerk website.