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Strong performance for Siegwerk at drupa 2008

Siegwerk, No. 3 on the worldwide printing inks market, is highly satisfied with its performance at drupa 2008 in Duesseldorf, Germany. Reflecting the new company philosophy “Ink, Heart & Soul” with numerous sales meetings and contracts signed, the targets were fully achieved. “Our international Siegwerk team with representatives from all regions and all of the company’s business units could intensify relationships with current customers and successfully sign up new ones,” says Siegwerk CEO Herbert Forker. Interest was particularly high from rapidly growing emerging markets such as China, India, and a number of South American countries.



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Approximately 7,000 visitors at the Siegwerk stand and several hundred guests of the site tour at the corporate headquarters in Siegburg, the biggest ink production site worldwide, gave thoroughly positive feedback about Siegwerk’s performance. A survey showed clearly: About 90 per cent see true added value in the “Ink, Heart & Soul” philosophy. “I’m happy to say that we are able to take full

advantage of the communication opportunities drupa presents for us," Forker states. "Our dedicated staff enables us to provide customers with high quality products, innovative solutions and quick on-site support anywhere in the world, and we were able to convey this message successfully." Accordingly, contracts concerning the delivery of several thousand tons of ink were signed. The business unit Labels/Sheetfed & UV was met with great interest for its sheetfed offers in particular. The business units Web Offset and Publication Gravure were also able to increase their market shares.

Numerous business opportunities presented themselves more than ever in Asia and South America where the company is stepping up its presence with investments in production facilities in Shanghai (China), Bhiwadi (India), and Buenos Aires (Argentina). "We are dedicated to these markets, which is why we will also be increasing our innovation efforts in Asia with the launch of our Global Innovation Network July 1, 2008," Forker points out.

Siegwerk offers Ink, Heart & Soul to its customers

Ink, Heart & Soul – our company philosophy incorporates what our customers experience every day. We know our business and produce inks and individual solutions in close cooperation with our business partners. We are steeped in tradition, yet practice-oriented and with state-of-the-art technology. With more than 175 years of experience, Siegwerk commands a profound product knowledge and expertise for many printing methods. Our actions are market-driven – or even drive the market, which is proven by our many patents. With currently 4,000 staff in more than 30 country organizations we are able to supply and support every customer anywhere in the world.

The precondition for such a performance on a sustained basis is a unique kind of reliable and goal-oriented people. Their motivation and commitment are the basis for our international growth, which is supported by institutionalized sharing of

expertise across borders. This puts us in the position of being able to provide the best possible solution for the customer. And even to anticipate the demands of tomorrow.

For us, these are all ingredients of the Siegwerk formula for success: **Ink, Heart & Soul**

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