SIEGWERK

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# Students from the Rhein-Sieg Academy of Art and Design inspire an international jury with their creations in silver, gold and other brilliant metallic prints

The winners have been awarded on 10 March at 2 p.m. in the Rhein-Sieg-Akademie.



Metallic inks are ideal for adding that certain something to packaging. The possibilities for creating shiny metallic effects are almost limitless. They turn any packaging, magazine or product into a real highlight. Siegwerk, a leading global supplier of printing inks and coatings, offers metallic inks for its customers for precisely this reason. Because only those who can differentiate themselves at the point of sale are seen today.

The students of the fifth to ninth semesters of the Rhein-Sieg Academy of Art and Design (RSAK) were able to prove how good metallic inks can actually look on packaging. As part of a competition "Mock-ups printed metallics" organized by Siegwerk, the task was to create designs for various labels and packaging. The competition was led by Dr. Ursula Doering, Project Manager Global Brand Owner Collaboration at Siegwerk: "Our idea was to combine industry and teaching, and to design technically very sophisticated printing technology with the fresh and modern packaging designs of the students."

After many weeks of intensive work, the participants faced the jury. The jury consisted of the three lecturers - Francesca Mailandt and Ron Meier from the Illustration department and Klaus Honemann, graduate designer and deputy director of the RSAK, as well as three Siegwerkers – Dr. Daniel Drochner, Head of Technology Business Unit Tobacco, Hansruedi Nef, Product Manager Business Unit Narrow Web EMEA and Jerome Fumex, Product Manager Business Unit Sheetfed EMEA.

The prospective communication designers can now look forward not only to international recognition, but also to publication in trade magazines and a cash prize. "The work of the RSAK students is convincing with its wealth of ideas, technical finesse and creativity and can definitely stand up to the international competition in the field of design. We are very happy about the excellent results of this competition and thank Siegwerk for this opportunity", says Klaus Honemann. **The winners received their awards on 10 March at the Rhein-Sieg Academy.**

Siegwerk, a sixth-generation family business, is one of the leading international manufacturers of printing inks and coatings and customized solutions for packaging, labels and catalogues. With more than 180 years of experience, the company has in-depth expertise and product knowledge in many printing processes. A global production and service network ensures customers a consistently high level of quality for the products, services and support offered

worldwide. In line with the corporate philosophy "Ink, Heart & Soul", Siegwerk strives for long-term cooperation with its business partners. Siegwerk employs around 5,000 people worldwide in more than 30 country organizations with headquarters in Siegburg near Cologne. Further information about Siegwerk at www.siegwerk.com

For over 30 years, the Rhein-Sieg Academy for Realistic Fine Art and Design (RSAK) has stood for state-recognized design training. The young creatives study graphic and communication design at the academy and are taught by around 30 lecturers who are in the midst of professional practice. More than 20 different subjects in creative art and design are linked with the content of the advertising, communication and media industries. Alternative additional qualifications in industrial, illustration, fashion as well as photo, TV, video and game design expand the range of studies.

Cooperation projects of the various study areas with industry, the advertising and media sector and associations (including DWA, Coppeneur, Junghans, Konziol, Schauspielhaus Köln, City of Bonn, Teegschwendner, Vfw, ARD and many more) and participation in competitions provide extensive practical knowledge. Further information about the RSAK at www.rsak.de.

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