

05/09/2012 Press release Pressemitteilungen Company

Tasty colors – something to suit every taste

Getting information and a bit of candy – both is being provided at the Siegwerk Touchpoint at drupa. The biggest trade fair for printing and paper has opened its gates on May 3rd for experts from all around the world and is hosting exhibitors from 50 countries. About 350,000 visitors are expected.



Under the motto “See you in Düsseldorf” Siegwerk is represented by a so called Touchpoint this year. In hall 7a C11 existing and potential customers can get in contact with Siegwerk in a fast and uncomplicated way. Every day there are two colleagues on site to liaise interested visitors with helpful Siegwerk employees being on duty and available all around the fair.

Already in the first week the Touchpoint turns out to be a true attraction for visitors. Christoph Thuenemann, Director Corporate Communications, confirms: “Our appearance has become extremely popular. There is a great rush of people every day. Many interested visitors come and gather information about Siegwerk.” In addition, the large 6x6 meter wall full of colorful M&M's, is a desired

photo motive. But the wall is not only used for decoration purposes, but is also a place to sweeten up the day of stressed out fair visitors with some “neuro-nosh”. Not least because of this eye-catcher drupa media have already reported about Siegwerk.

Drupa offers the possibility to get in contact with Siegwerk employees from all around the world. Moreover, interested visitors can get their own impression of the world’s biggest plant in the ink industry by joining a site tour and a tour of the Siegwerk museum at Siegburg headquarters. A bus will collect the registered persons from the fair and bring them back after the tour (more information at the Touchpoint).

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