

10/10/2007 Press release Pressemitteilungen Company

The Art of Ink Solutions

The new international conference series "INKday" by Siegwerk presents to date ink technology for hi-tech packaging solutions as pieces of original artwork. In extraordinary and creative surroundings expert presentations and discussions give a deep insight in the innovative solutions of Siegwerk's business unit Flexible Packaging.

The events started on September 20, 2007 in Paris and will take place in all major European markets until April 2008. The event highlights several innovative Siegwerk packaging solutions, including two component ink and lacquer systems, ink series for retortable stand-up pouches, cold seal and shrink sleeve applications. Additionally, the conference addresses such subjects as odour and solvent retention as well as environmental aspects.

"Our INKday events are highly frequented by our international customers as well as interested guests", says Ralf Hildenbrand, Siegwerk Board Member and President Flexible Packaging. "They embrace the opportunity to experience our solutions in new ways and to meet the people behind them."

One pre-condition for innovation is creativity. This is why each INKday takes place in a spectacular site with unique creative and artful charisma, such as a gallery in Paris, a former factory in Milan, which is now home of a remarkable art collection and a house designed by legendary architect Antoni Gaudi in Barcelona. "We want to offer our customers very special experiences like their products are special and unique", says Thomas Bastian, Director Marketing Flexible Packaging. Paintings of selected flexible packaging ink solutions will accompany the INKday

series through Europe. In them, elements of familiar brands are shown in unusual dimensions and presented in photorealism style.

The day always kicks off with a presentation by renowned consultant Thomas Reiner who speaks about trends in the packaging industry. “Packaging can do a lot to make a product unique”, Reiner stresses, pointing to several successful examples such as Danone’s positioning of Actimel yoghurt as a health product, and the diversification of the Oreo Cookies brand through nearly a dozen different types of packaging for different target groups and situations. In the afternoon, customers have the opportunity to exchange know-how and ideas in the discussion groups called “INKtalk”, which are moderated by Siegwark experts.

Tour dates INKday conference series:

Country	Cities	Dates	Service for guests
France	Paris	September 20th 2007	Presentations for download (login)
Italy	Milan	September 27th 2007	Presentations for download (login)
Spain	Barcelona	October 4th 2007	Presentations for download (login)
Russia	Moscow	October 18th 2007	Presentations for download (login)
England	Manchester	November 1st 2007	Presentations for download (login)
Turkey	Istanbul	November 8th 2007	Presentations for download (login)
Switzerland	Zurich	November 22nd 2007	Presentations for download (login)

Germany

Siegburg

April 9th/10th 2008

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