Siegwerk has decided to go into the digital printing ink market – first for labels and in a second step also for packaging applications. This will benefit packaging manufacturers, since Siegwerk will merge its formulation knowledge, profound applications know-how and in-depth product safety experience with new digital inkjet printing processes.

**Why digital inkjet solutions?**
Siegwerk believes in the inkjet technology for many reasons. Besides all typical benefits of digital printing (e.g. no pre-press necessary) for example, customized digital ink solutions with special color shades, like certain brand colors, or application properties can be developed to address the needs of packaging printers and brands in >>
digital printing. The company sees a growing demand for application-driven ink systems and inkjet ink customization – similar to analog ink in the packaging market today. In this respect, digital printing does not necessarily compete with current printing technology, but it enables packaging manufacturers to react faster to customer needs.

**Why Siegwerk?**

Siegwerk’s digital printing value proposition is based on its application expertise and focus on labels and packaging applications. The ink manufacturer is the right partner for digitally printed packaging materials, because it has the required ink technology, application know-how and is aware of the demands on ink and packaging materials. Furthermore, Siegwerk is already integrated into the packaging market and has profound insight into local regulations and an outstanding track record of meeting global brand owner requirements. All developed inkjet inks will be compliant with relevant legislation e.g. product safety requirements (low migration).

**What will Siegwerk offer?**

Siegwerk has built a dedicated inkjet laboratory to drive development of digital inkjet solutions for packaging applications. It will be able to offer inkjet inks that fulfill all printing process functionality and efficiency requirements. This includes being able to react to requests to adjust color intensity or printability with regard to packaging material requirements like

- Heat sealing resistance
- Slip properties
- Abrasion and other resistances

Siegwerk started developing inkjet-technology-compatible UV inks some years ago, but will also branch out into water-based inkjet inks near-term. The company has installed an inkjet printing machine at its Technical Center in Annemasse/France and is inviting customers to conduct their own tests there together with experienced Siegwerk technicians.

Even though it is aware that the inkjet market is growing faster than the digital toner-based market, Siegwerk will continue to provide primers and lacquers for electrophotography systems as well. However, Siegwerk will focus on digital printing for packaging and will not go into commercial print applications outside the packaging market.

**How can you get Siegwerk inkjet ink?**

Digital inks are usually supplied by digital printing machine manufacturers. Therefore, Siegwerk digital inks will be also available via this channel and business model. However, Siegwerk is seeking to sell inkjet inks directly to the customers, too. The ink manufacturer regards the current inkjet ink supply system as being detrimental to print companies and slowing down market penetration. Print companies would benefit from a more transparent supply mode, where they can choose the best expertise available from equipment and ink manufacturers to match ink performance, application properties and product safety requirements.
WELL-ADVISED
INK ROOM MANAGEMENT

In On-Site Consulting (OSC) projects Siegwerk experts analyze the customers’ processes. When looking at a customer’s ink room management, for example, the OSC team helps to reduce stock levels and ink waste, color matching times and printing press downtimes. This way significant savings can be achieved.

In flexible packaging production printing efficiency is mainly influenced by the ink room management and further processes at the printing machine. Here, the Siegwerk OSC team supports customers by analyzing the entire process chain – pre-press, ink room management and production – in order to optimize it and thereby reduce costs in the long term. In a recently completed project color matching times were reduced by 40 percent, enabling up to half a million Euros to be saved annually.

Other factors that the OSC experts look at include the ink preparation, the ink stock, the color matching times and the ink waste management. In the ink laboratory, for example, ink formulas can be improved by introducing colorimetry-aided processes and using ink formulation software, which electronically transmits the formulations to the dispensing system. To optimize the ink preparation at this point, Siegwerk offers colorimetry theory (basic & advanced) seminars at its headquarters in Siegburg and on-the-job training at the customer’s site, where the ink technicians learn how to handle the ink formulation software during ongoing jobs. If desired, the OSC team also proposes conceptual improvements of room layouts and equipment. For example, Siegwerk supports concepts for automatic dispensing systems.

Looking further, color matching times and the amount of return ink can be reduced by creating an ink room standard, according to which new and existing formulas are adjusted. By using an approved ink room standard including implementation of quality control procedures, for example, customers can ensure that only checked ink is delivered to the printing machine. The OSC team helps to establish these useful means and supports the customers during further ink room organization development phases.

At the same time, a well-assorted ink stock is also important. If the ink blenders have a quick overview over the return ink stocks, they can utilize them more efficiently. Here, the OSC experts help by identifying and classifying return inks. Inventory as well as ink waste are reduced. In case of the latter, OSC projects can also include an analysis of the ink waste management. Following the principle “avoid, reduce, re-use”, OSC provides a method for analyzing the waste flows over the course of a minimum of three months, to see how these can be improved. Ink room analysis therefore includes all stages along the process chain – from ink preparation to return ink usage and ink waste disposal. All these processes are also analyzed and optimized in an In-House management.

YOUR BENEFITS:
• Neutral observation
• Less ink waste
• Reduced ink set-up times
• Less return ink
• Monetary savings
NEW CUSTOMER PORTAL

At the end of last year Siegwerk extended the range of services available to you. The new “Siegwerk Report Portal” now gives you in Europe and our Asian customers fast, straightforward access to the relevant product safety documentation. A secure, personalized log-in function enables you to use the portal on the Siegwerk website anywhere in the world. Our customers have already been informed by e-mail about how they can simply register online and obtain their log-in details. This enables them to access and download important documents about their products – to start with all safety datasheets are currently available here. In future technical datasheets and Statements of Composition will also be available.

YOUR BENEFITS:
• Protected personal customer log-in
• Always accessible from anywhere
• Features all customer-specific documentation, like safety datasheets
• In future technical datasheets and Statements of Composition will be made available here

AWARD FOR SOCIAL COMMITMENT

Siegwerk has supported the SOS Children’s Villages organization since 2010 and has now won the SOS Children’s Village Cup twice.

Corporate Social Responsibility is a long-established tradition at Siegwerk. Following the example of the owner family, the company has been committed to helping children and teenagers for many years. Siegwerk has supported SOS Children’s Villages since 2010 in addition to its local activities. The company has now won the SOS Children’s Village Cup for the second year running after 2014 for its strong commitment to this global organization.

Whether for a family home in Mexico City, a training center for mothers in Lipa/Philippines or patronage of a children’s village in Chile – to date Siegwerk has donated several hundred thousand Euros to support SOS Children’s Villages projects worldwide. Employees regularly get personally involved at local level too. “Social commitment to children has been a matter of course in our company for many years. Siegwerk employees are always keen to get involved”, Alfred Keller, chairman of Siegwerk’s supervisory board, explains.

The SOS Children’s Village Cup is awarded to companies that support SOS Children’s Villages activities in an outstanding way. The organization’s CEO, Sabine Fuchs, presented the SOS Children’s Village Cup to Siegwerk in October 2015. “By assuming the patronage of an SOS Children’s Village, Siegwerk is taking long-term responsibility. We are delighted by this outstanding show of commitment,” said Sabine Fuchs.

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