

# FLEXIBLE PACKAGING

News for Flexible Packaging · EMEA Edition



## UV OFFSET: AN ALTERNATIVE FOR FOOD PACKAGING



### BENEFITS:

- Excellent printability
- Very good lamination performance (in combination with solvent-based PUR white)
- Low migration (suitable for food packaging)
- Low-odor level

*Fast reaction times, best print quality and high fastness properties – UV offset printing inks already do a great job in a wide range of print applications. Siegwerk is now also offering UV solutions for laminated food packaging.*

UV offset inks have been used for many years in the printing industry – increasingly for packaging applications, like folding cartons, shrink-film, wraparound and in-mould labels. Given that the printing plates are quick and inexpensive to produce, this printing method is cost-effective, even for short runs. Accordingly, UV offset printing enables providers to react immediately to customer orders – and this with an excellent print quality. However, UV printing for packaging is still mostly restricted to surface or reverse printing without lamination.

### High level of packaging functionality

Siegwerk continuously works on improving its printing inks and on developing new solutions. The combination of Siegwerk's state-of-the-art UV offset printing inks and solvent-based polyurethane (PUR) white inks enables high-performance laminates with bonding strength values of over 2 newtons / 15 millimeters to be produced on various films like coex-OPP, PET and even OPA. This extended packaging functionality is even enhanced by the outstanding opacity of PUR-based white. This enables users to produce sophisticated laminates and difficult print designs by using UV offset. Naturally, Siegwerk's UV offset inks can also be used for surface printing – here they provide excellent gloss and very good fastness properties.

Going beyond the proven application-specific ink performance, Siegwerk's key priority is to guide and support its customers towards product safety. Therefore, detailed documents (Statements of Composition) with potential components able to migrate are also available for Siegwerk's UV offset printing inks.



Example of printed packaging using UV offset inks

**To learn more please just contact us at:**  
[info@siegwerk.com](mailto:info@siegwerk.com)

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## ON-SITE CONSULTING: SETUP TIME OPTIMIZATION

*As external consultants, Siegwerk's experts analyze processes of packaging manufacturers and printers – On-Site Consulting projects result in enormous savings every year. Setup times can be reduced by up to a third.*

Siegwerk's On-Site Consulting (OSC) team helps customers to optimize their processes and increase their efficiency. Analysis of production processes, exchange with customers' employees and professional advice enable substantial savings of up to six-digit amounts and therefore a quick amortization of the consultancy costs.

By using the OSC service customers benefit from the chemical printing knowledge as well as the profound understanding of technical processes of Siegwerk's experts. There are plenty of opportunities to increase productivity – while optimizing printing parameters at the press is usually the first method of choice, setup times, for example, also provide considerable savings potential.

In special workshops our OSC experts analyze together with the customers' employees,

who work at the presses, how setup times can be significantly reduced. Distances covered by staff, allocation of teams to printing presses, storage of anilox rollers, printing sleeves and cylinders are also scrutinized. In the end, workflow optimization often gets lost in the daily routine. Siegwerk experts guide each company's employees how, for example, the warehouse can be reorganized or covered distances can be reduced. Even inkroom optimization can be a key component of the analysis.

In close cooperation with local contacts, the OSC consultants draft measures that can be implemented sustainably based on an action plan. Whiteboards in production facilities support communication with staff during a project and deliver transparency. Furthermore, improved reporting provides an overview of production management ratios and at the same time motivates staff

to comply rigorously with the new processes. Siegwerk's On-Site Consulting team has already successfully helped to reduce setup times in specific cases by up to 34%.

### OSC BENEFITS:

- Neutral "external perspective"
- Increased productivity
- Considerable financial savings
- Employee motivation
- Long-term optimization of all processes

**Are you interested in our OSC Service? Please contact us at:**  
[info@siegwerk.com](mailto:info@siegwerk.com)



## JOINING FORCES FOR MORE PRODUCT SAFETY

*As member of various associations, Siegwerk advocates consumer protection and food safety.*

An association can be seen as the voice of industry members communicating with legislators, other associations, NGOs and the public. By pooling the interests of all its members, it adds authority to their messages. Furthermore, it ensures that member companies comply with defined standards and aspire to common objectives.

Siegwerk is an active member of well-known printing ink industry associations and umbrella organizations for the chemical industry around the world, focusing in particular on product safety and legislation. We support these organizations by providing expertise and industry knowledge. Siegwerk's CEO, Herbert Forker, currently also chairs the European Printing Ink Association (EuPIA). Furthermore, experts from several departments, like "Global HSE + Sustainability" or "Product Safety and Regulatory", play important global consultancy roles – all the way to chairing various committees at the respective associations.

The long-term objectives of Siegwerk's commitment include establishing our ideas about food safety, exemplary behavior in terms of consumer protection, as well as occupational and plant safety throughout our industry. That benefits not only association members, whose public reputation is enhanced, but also the entire industry, including all partners in the value chain, like printers, brand owners, retailers and consumers.

### Siegwerk is a member of various associations, including:

		European Printing Ink Association (EuPIA)
		National Association of Printing Ink Manufacturers (NAPIM), USA
		Chinese Printing Ink Association (CPIA), China
		Brazilian Packaging Association (ABRE), Brazil

You can find an overview of all associations Siegwerk is a member of at our website: [www.siegwerk.com/en/our-responsibility/associations-and-memberships.html](http://www.siegwerk.com/en/our-responsibility/associations-and-memberships.html)

## NEW HEAD OF FLEXIBLE PACKAGING: DR. JAN BREITKOPF



Dr. Jan Breitkopf,  
Head of Flexible Packaging at Siegwerk

Since July 1, Dr. Jan Breitkopf has been the new Head of Flexible Packaging at Siegwerk. In this role he is responsible for sales, technology and production within this business unit. The latter is the result of fundamental organizational changes at Siegwerk: the business units are now also responsible for production and supply chain activities. In case of Flexible Packaging, this affects the Siegburg site as well as the locations in Russia and Turkey in particular. The objective of this structural change is greater customer focus and better coordination of production, technology and sales interfaces.

Dr. Jan Breitkopf graduated in business management and has joined Siegwerk already back in 2012. In his role as Head of Corporate Development he handled corporate M&A projects, investments at different Siegwerk sites worldwide as well as internal improvement programs. During his previous 10-year employment at an international consulting company Dr. Jan Breitkopf gained wide experiences and in-depth knowledge in strategy consultancy in the chemical industry.

In his new position as Head of Flexible Packaging, Dr. Jan Breitkopf wants to focus particularly on a more proactive approach to customer service and on speeding up internal decision-making processes. His predecessor Coen Vinke remains with the corporation as Head of Flexible Packaging for USA & Canada and from there will play a key role in supporting Siegwerk to be globally successful.