

# FLEXIBLE PACKAGING

News for Flexible Packaging | Canada & United States (CUSA) Edition



## RGB Printing - A New Innovative Technology

Everyone is familiar with the black of a TV screen that displays a full RGB color spectrum at the flip of a switch. Siegwerk has taken this idea to patent a new printing method that is turning heads in the industry. Instead of reproducing pictures with the four process colors cyan, magenta, yellow and black (CMYK) on a white background (subtractive color mixing), this new process uses pearlescent colors red, green and blue (RGB) on a black surface (additive color mixing) that delivers a slight metallic and 3 dimensional look. It also provides a larger color spectrum and presents more saturation than with CMYK techniques.



This technology is available for gravure and screen printing. This method can be deployed across the marketplace and has endless creative opportunities and implementation scenarios for many applications.



### Effects of printing RGB

- Gives a depth to the image close to 3D
- Dramatic metallic appearance
- High-glossy finishing varnish enhances color brilliancy and depth

## Meet Ewald Rempel, Head of Technology Tobacco for CUSA



Since August, Ewald Rempel has been in a new role as Head of Technology Tobacco for the Americas Regions. Ewald relocated from Siegwerk Germany to our headquarters in the U.S. to fill this role. During his time, he has worked with Siegwerk on all 4 continents, being based in China, France,

Argentina, Brazil and originally from the global headquarters in Siegburg, Germany.

In his role, Ewald will be focused on strengthen the technology capabilities in the Americas in order to have a stronger participation in the tobacco market.

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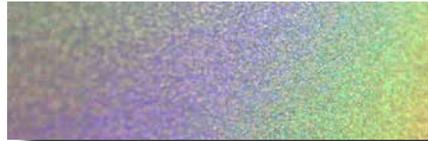
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## Tobacco Special Effects

Regardless if you are a smoker or not, tobacco packaging is something most people are familiar with. What may come as a surprise is the level of sophistication, printing quality and special effects are used for the packaging. Worldwide, there are strict legal regulations that force the tobacco industry to advertise their products only at the point-of-sale. In order to gain attention, they make cartons and other tobacco products very attractive by using special effects inks and coatings on the packaging. This also increases the functionality of the packaging, as it forces the ink-suppliers to develop new special

### Examples of Special Effects



Holographic



Mirror Silver



Magnetic



Tactile Varnish



RGB

effects such as soft touch varnishes, special metallic, tactile effects, etc., which are then used by the tobacco industry for special editions or redesigns of their existing successful brands.

Siegwerk offers inks for flip-top-boxes, outer films, display cartons, soft packs, tear tapes, innerliners, inserts and inner frames for the packaging. The cigarette itself can be printed at the tips with Siegwerk's tipping inks and even on the burnable part of the cigarette with special dye inks.

## Thinking about the FTA Forum and INFO\*FLEX?

We are! This year the FTA Forum and INFO\*FLEX are in sunny Phoenix, Arizona! We will of course be there in the middle of the action, not only as a sponsor, but presenting at the Forum and having a booth at INFO\*FLEX.

Come see us April 30th through May 3rd.

Booth #619

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