

„Essence of passion“ for Europe: New and exclusive sales partners for Epple printing inks

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Epple Druckfarben AG, Neusäß, strengthens its market position in Europe and intensifies its co-operation with exclusive sales partners – initially in the UK, Benelux and Scandinavia. „We are happy to have gained exclusive, experienced and very service-oriented sales partners for this important market regions“, explains Epple’s Gunther Gerlach.

„Being a market leader for sheet-fed offset inks in Germany, we want to considerably push our export activities by a stronger on-site presence in important European markets“, explains Gunther Gerlach, chairman of the board of Epple Druckfarben AG, Neusäß near Augsburg. „Thereby we count on outstanding sales partners who strengthen our market position and the profitability of our company.“ Gunther Gerlach provides insight in the strategy of the new cooperation agreements with the partners Pulse Printing in the UK, Quermia Graphics in Belgium and Coloro in Norway. „They are all renowned dealers of printing consumables who additionally support and perfectly market Epple’s diversity and product quality“, explains Gunther Gerlach. Among the Epple-innovations demanded in Europe belong the migration harmless inside print on packaging, future-proof commercial ink systems, UV-LE and UV-LED inks with low-energy superiority, and a broad portfolio of varnish. The motivation of the new sales partners is transnational: Epple ink systems strengthen the quality offer of inks and service and the sales partners are able to meet a wider range of customer requests. The fact that all sales partners use mixing stations for special colours on-site, contributes to it. Furthermore, all sales partners advise their sheet-fed offset customers regarding questions on distribution, as well as process- and application engineering for Epple ink- and varnish systems.



Quermia Graphics supplies Benelux

Quermia Graphics from Schoten in the north of Antwerp, is experienced with the distribution and use of Epple printing inks. Now, the successful partnership has been raised to the next level. Since October 2016, Quermia Graphics has exclusively been distributing Epple's product portfolio in Belgium, Luxembourg and the Netherlands in cooperation with its exclusive trade partner manroland Benelux. For a fast order processing and ink delivery to the printers, Quermia Graphics and manroland Benelux run an ink mixing system in Brussels: from there, special colours of any kind can be delivered within a very short time and in the exact colour shade. „We are the exclusive contact persons for all sheet-fed offset printers in our designated area, and we are looking forward to a successful collaboration with new printers. Due to our long-standing experience with Epple products we are able to provide our customers with a good technical support and a fast on-site service“, explains managing director Danny Quermia.

Pulse Printing is partner in the UK

In the UK, Pulse Printing Products Ltd, Bristol, has added Epple's printing inks portfolio to its product range. Pulse is a leading independent British producer of varnishes and adhesives. Epple's products strengthen the quality offer of Pulse as concerns inks and service. Epple and Pulse offer their customers in the UK high-quality technical knowledge – with qualified sales people and Second Level Support by Epple's team of application engineers. Fast delivery times are granted by local storage and a modern mixing station for special colours in Bristol.

Coloro and Piculell sell the Epple portfolio in Scandinavia

Coloro, Oslo, is the new, exclusive sales- and service partner of Epple in Norway. There, Coloro is the leading independent distributor of printing machines and reliable service partner of the printing industry. The Norwegian based company will maintain a close cooperation with Piculell, the exclusive Epple partner in Denmark and Sweden. Short delivery times are firstly granted by the local storage of inks in Oslo and Copenhagen, secondly, a mixing station for special colours located with Piculell in Copenhagen, satisfies customer requests at short notice. Piculell offers a strong service team and the cooperation with Coloro strengthens the technical support for Norwegian customers.

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Caption

Added value for printers in Europe: with market-leading ink systems from Epple.



COMPANY INFORMATION

Epple Druckfarben AG stands for pure perfection in every detail. Since 1889 Epple has been representing constant progress and highest quality standards. As one of the leading producers of sheetfed offset inks, Epple has demonstrated its innovative strength by the early development of mineral oil-free eco series and special ink types for very long intervals between wash-ups in perfecting.

Innovation is shown once more in the sector of inks for food packaging with the patented and patent-pending products BoFood MH and BoFood Organic.

For the medium-sized family business, flexibility is given high priority. Like hardly any other company, Epple is able to offer customized solutions for the individual requests of its clients worldwide.

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