

## **Epple Druckfarben AG in Lyon: successful Sales Partner Meeting 2023**

**Neusäß, 22.06.2023**

**Epple France was the host of the Sales Partner Meeting 2023 of the Epple Druckfarben AG in Lyon, at the end of May. 35 print experts from 16 Epple Partner companies worldwide participated in the event. In the course of the event, Epple Druckfarben AG presented its strategy as a medium sized company which has successfully asserted itself in this highly competitive market. The key elements of this success are the innovative product ranges, fast service and the intensive technology supported consultations, which all provide decisive benefits for customers as well.**

Wilfried Bauder, Head of Sales at Epple Druckfarben AG, was delighted with the first physical meeting of the Sales Partners after a gap of four years. The same applies to Dr. Carl Epple, Spokesperson of the Executive Board and responsible executive for the Sales department: "The quality of our products, the flexibility and the willingness for innovation are our greatest strengths. Together with the enormous levels of commitment of our Sales Partners, they represent the basis for our successful future."

The opening presentation "Essence of passion – today is yesterday's tomorrow" from Dr. Carl Epple, analysed the challenging market position of the graphics industry resulting from (amongst others) corona lockdowns, disruptions in supply chains and the resulting price increases. Future oriented action is demanded, and this has already been proven to be a skill very important to Epple Druckfarben A.G. in recent years. A vital element here has been the flexible and fast orientation of the company and the product ranges towards sustainability. Appropriate measures from Epple, such as the reduction of their carbon footprint and the compliance with national and international sustainability standards (amongst others) were presented by Dr. Vroni Walter, Head of Development and Innovation at Epple. On the product level, she gave information on process inks and

spot colours as well as the latest development results. Within these dynamic processes Epple's ink series are continually aligned with current market requirements and occurrences. In the course of this, various eco-labels, improved recipes or even a special food contact series for the US market are being considered.

While numerous segments of the printing industry are fighting with sinking volumes, the packaging printing market is presenting a stable outlook. Helmut Fröhlich, Key Account Manager of Packaging at Epple Druckfarben AG, informed the audience of the powerful efficiency of the latest packaging printing inks. The comprehensive range presented by Epple for the migration harmless food packaging printing is the result of a decades long leadership in development. The proven Epple BoFood® MU NG and BoPack GAMA NG for the non-food side and the new BoFood® DFC for the food side of food packaging printing were of exceptional interest to all business partners.



Expertise, advice and customer focus for the business success of the Epple Group. This commitment was the focus of the international participants at Epple's Sales Partner Meeting 2023 in Epple France in Lyon. © Epple Druckfarben AG



## Company information

Epple Druckfarben AG stands for unique perfection in every detail. Since 1870, Epple has embodied constant development and the highest quality standards. As a leading manufacturer of offset printing inks, Epple has demonstrated its innovative capacity through the early development of mineral oil-free eco-series and special ink types for long washing intervals in straight-printing and perfecting. Its innovative strength has also been demonstrated in the sector of food packaging inks with the patented products BoFood® MU and BoFood® Organic and, most recently, BoFood® DFC. The medium-sized family-run business prioritises both sustainability and flexibility in its approach. Epple is able to offer customized solutions for the individual requirements of its worldwide customers like no other company.

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