

Epple at Packaging Innovations 2018: Strong interest in sustainable packaging printing inks

Neusäß, 29 May 2018

Epple presented for the first time with companies from the PrintCity Alliance in the middle of April at the Packaging Innovations fair in Warsaw. As an innovative provider of packaging printing inks, and with a strong presence in Poland thanks to its Sales Partner Grafikus, Epple can tick their trade fair appearance off as a successful one.

Epple Druckfarben AG is an ever-more frequent exhibitor at the European specialist printing fairs with its message "essence of passion". The reasons for this are the continuous expansion of the in-house international Sales structure as well as the technical marketing support of our Sales Partners. Epple exhibited on the PrintCity Stand in Warsaw at the Packaging Innovations fair (17./18. April 2018). The members of the association showed their product portfolios for a variety of packaging applications: Substrates and materials for finishing, food safety and brand protection. Among them were mutually developed and produced packaging print samples with high quality finishing.

Well set-up on the Polish market

With its portfolio of trail blazing packaging printing inks, Epple is one of the innovative players on the European packaging printing inks market. The environmentally friendly packaging printing inks focussed on protecting users and consumers provides evidence of this. Helmut Fröhlich, Packaging Product manager at Epple, summarises the impressions from Packaging Innovations: "We were able to determine a growing interest in sustainable ink systems. We have had intensive discussions with potential end

customers who are actively seeking forward-looking sustainable solutions. The experts were above all looking for innovative packaging concepts like BoFood® Organic, the ink system which is designed for harmless direct contact with foodstuffs and is therefore best suited for the inner side printing of foodstuff packaging." Fröhlich notes further: "A new quality of consultancy is required in the field of sustainable printing systems. That is exactly what the renowned Polish company Grafikus can deliver, which is why they have been the exclusive Partners for Epple in Poland for many years." The providers of printing material right up to the printing press itself, are well known for their quick on-site-service as well as quick deliveries of ordered goods. One reason for this is, their own ink mixing station in Warsaw.

The next trade fair highlights for Epple are not very far away: Epple Italia will be presenting at the new Italian specialist trade fair Print4All in Milan from 29. May – 01. June 2018 in Hall 18 – F22 G21 and Epple will also be exhibiting exciting innovations at the packaging trade fair FachPack in Nürnberg from 25. – 27. September 2018, again with the colleagues from PrintCity in Hall 7A, Stand 7A-138.



Epple appeared for the first time in Warsaw at the Packaging Innovations trade fair 2018. © Epple Druckfarben AG



Intensive discussions with potential end customers from Poland; Epple was supported by the local Sales Partner Grafikus. © Epple Druckfarben AG

COMPANY INFORMATION

Epple Druckfarben AG stands for unique perfection in every detail. Since 1889 Epple has embodied permanent further development and the highest quality demands. Epple has demonstrated its innovative power with the early development of the mineral oil-free Eco series and special ink types designed for very long washing intervals in perfecting printing. This is also demonstrated in the sector of inks for foodstuff packaging, with the patented products BoFood® MU and BoFood® Organic. New benchmarks are being set by PURE, as a new offset ink system, which obviates completely the need of metal dryers or photo initiators. Both sustainability and flexibility in business are given very high priority by middle European family owned Companies. Epple is almost uniquely in the position of offering customised solutions for individual requirements to its' customers, worldwide.