

Epple Druckfarben AG: Successful Sales Partner Meeting 2018

Neusäß, 23 May 2018

When 32 print and ink experts from 17 countries make their way to Neusäß, then it can only be for the Sales Partner Meeting at Epple Druckfarben AG. What are the current requirements regarding ink systems in the various market sectors? And what is Epple's strategy? These were some of the topics discussed at the beginning of May 2018 between Epple and its ever-growing number of Sales Partners.

The situation in the sheet fed offset inks sector is definitely challenging, because alongside the stagnating volumes there is also the tense situation in the raw materials market to keep in mind. Epple and their international Partners however, demonstrated a positive attitude. The Sales colleagues support the strategic development that Epple has been following since the drupa trade fair, 2016.

Continuous International Expansion

Since 2015, Epple has grown on foreign markets and will continue on this path, explains Gunther Gerlach, Chairman of the Board at Epple Druckfarben AG: "The investment into the international Sales Organisation is paying off. A special vote of thanks is owed to our Sales Partners, as they are serving the regional markets with Epple products using their keen sense for those markets." It doesn't matter which country we are talking about: Epple's values like commitment, quick response time, as well as, fairness and reliability are universally appreciated. In addition, Epple's customer events, like the Expert Events for packaging specialists, have become firmly established. Gunther Gerlach adds: "Some of our great strengths are the customer specific solutions and inks for environmentally friendly printing, focussed on the protection of people and na-

ture. We will continue to build on this and our will offer our new PURe ink series, step by step, in further selected European Markets." The PURe label free ink system is produced without using potentially toxic metal dryers (cobalt or other metal soaps) or photo initiators and has already met with great interest in the German, Austrian and Swiss markets as well as the Benelux states.

Driving Portfolio Expansion

Alongside the environmentally friendly PURe ink series, the Metal printing inks portfolio is also in a process of expansion. Dr. Carl Epple, Head of Development and Innovation: "Having the Italian Metal ink specialists Maloberti as a Sales Partner means we are bringing new competences in to the house of Epple. We are adding to our range of special inks, at the usual high standards of quality."



Sales Partner Meeting 2018: 32 participants travelled to Epple from 17, mostly European countries. © Epple Druckfarben AG



Dr. Carl Epple presents the new product PURE, amongst others, live on the in-house printing press in Neusäß to interested parties. © 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.