

## **Successful Premiere: Epple Druckfarben Italia were at Print4All in Milan**

**Neusäß, 02.07.2018**

**Epple Druckfarben Italia has presented itself at an Italian Trade Fair for the first time. Together with their Sales Partner Printgraph, Epple demonstrated its product and service portfolio at the Print4All in Milan (29th of May until 1st of June 2018). The speciality of this large scale Trade Fair for commercial, publication and industrial printing, is the variety of exhibitors and the high intensity of the technical discussions.**

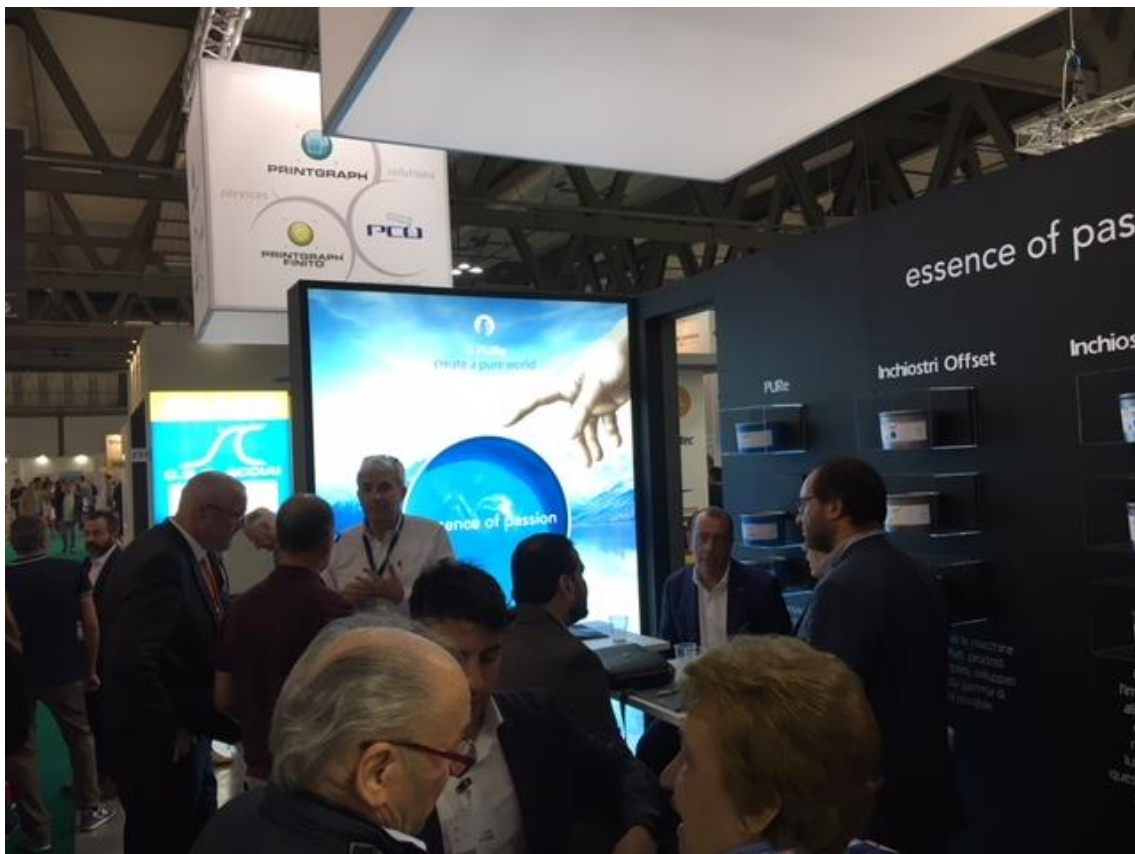
"Epple Druckfarben Italia has been active for a year now and has already been able to make a good name for itself on the Italian market. The successful performance at the Print4All fitted seamlessly into this strategy." Stefan Schülling, Managing Director, Epple Druckfarben Italia s.r.l, is happy. This was demonstrated in Milan: Alongside the product quality, advice and consultancy is a recognised strength of Epple Druckfarben Italia. The team is absolutely customer-oriented and can provide fast support with all types of sheet fed offset printing inks as well as with application technical consultancy, in particular when it comes to special inks, which can be made available in the shortest time imaginable thanks to the new ink mixing station in Milan.

### **Italian printing industry with tradition and demands for innovation**

The technical chats at the Trade Fair naturally revolved around market trends as well as efficient quality production. PURe from Epple covers both topics. The non-labelled ink system based on renewable raw materials has met with great interest in Italy. "The Italian printing industry has a long tradition and a keen sense of quality and environmental

friendliness. The desire is becoming more and more apparent to combine this with sustainable printing inks and processes. We are an excellent contact partner in this regard," reports Gerhard Janssen, Head of Sales, Epple Druckfarben AG.

This keen sense is proven by the event format for Trade Fairs. This is called the "Innovation Alliance" and combines five specialist Trade Fairs: alongside the Print4All, there are the Ipack-Ima, Plast, IntraLogistica and MeatTech. A uniform and strong branch presence was the aim. According to the organisers, Print4All alone brought in 30,000 visitors. The proportion of international visitors was 21 % and is exactly what Epple, with their well-established European wide Sales network, require.



Strong in communication: The Italian printing industry visits Epple Druckfarben Italia at Print4All. © 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 of quality demands. As the leading producer of offset printing inks, Epple has demonstrated its power of innovation with early development of mineral oil-free eco-series and special types of ink for very long washing intervals in perfecting printing.

This has also been demonstrated in the sector of inks for foodstuff packaging with the patented products BoFood MU and BoFood Organic. PRe is setting new standards as a third technology offset ink system, which completely avoids the use of metal dryers or photo initiators.

Both sustainability and flexibility in business are top priorities at the medium sized family-run company. Unlike practically any other company, Epple is in the position to provide tailor made solutions for the individual requirements of their global customers.

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