

International exchange of expertise: Latvian printers visit Epple Druckfarben

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The modern printing houses in Latvia supply both the Baltic region and Scandinavia with printed products. So interest was strong when Latvian printing experts visited Epple Druckfarben AG in Neusäß. The "Latvia Printers Days" event, on the 16th. and 17th. of August, 2018, offered the guests various workshops on current market topics and Epple's ink systems.

"The representatives from the leading Latvian printing houses for packaging and book printing already know our products well and appreciate the quality we provide. Therefore we were delighted about their visit to Neusäß and that they could share their implementation experience with us", explains Gerhard Janssen, Head of Sales at Epple. Benjamin Bornfleth knows Latvia well, as Regional Sales Manager he advises customers in the Baltic States together with sales partner Labiink, Riga. "Printers and their international customers appreciate the performance of our inks. Here in Neusäß you will learn on site how we work on this quality every day. At the same time, the event is great for professional exchange." Latvian printing experts paid particular attention to the topics of ink production, sustainability, environmental and product safety.

Epple and Labiink are names that stand for competence in exactly those topics. The exclusive sales partners have supplied the Baltic printing market with printing materials like Epple printing inks, for one and a half years now. Ivars Upmalis, Managing Director of Labiink, formulates his demands. "We lay great value on the quality of our products and the service. We can convince our customers with a good price performance relationship".

A highlight of the "Latvia Printers Days" event was the live presentation of the new sustainable PURE ink system in Epple's very own printing facility. Substrates specially selected by the customers were used to generate proofs, as well as carrying out quality tests, like abrasion tests for example. The printers were able to inform themselves in Workshops, about measuring technologies and standardisation of colour profiles (Comparison Fogra 39 to 51) among others, as well as on the topics of colouring and quality assurance. The manufacturing process of Epple printing inks was demonstrated on a company tour for the Latvian visitors. And outside of the printing industry, the Latvians were introduced to the innovative strength of the Swabian economy: a visit to the robot specialists, Kuka Deutschland GmbH in Augsburg, rounded off the "Latvia Printers Days".



Latvian visitors in Neusäß: Latvian printers informed themselves about the latest printing inks and their inherent production benefits. © Epple Druckfarben AG



The Latvian printing experts can provide their customers with stable quality and advice using their fresh Workshop knowledge. © Epple Druckfarben AG

COMPANY INFORMATION

The Epple Druckfarben AG stands for unique perfection in every detail. Since 1870 Epple has embodied permanent further development and highest quality standards. As the leading manufacturer of offset printing inks, Epple demonstrated its innovative strength in the early development of ecological mineral oil free ink series and special ink types for very long wash intervals in perfecting print. This is also reflected in the sector of inks for foodstuff packaging with the patented products BoFood MU and BoFood Organic. PURE, is setting new benchmarks as a third offset system, which is produced completely without metal dryers and photo initiators.

Flexibility is a high priority for the medium sized family run enterprise. Epple is in a position which is unrivalled of being able to provide customised solutions for the individual requirements of its' worldwide customer base.

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