

## **Epple Druckfarben AG has taken a share in Pulse Printing Products Ltd.**

**Neusäß, October 10, 2018**

**Epple Druckfarben AG, Neusäß, one of the leading producer of offset printing inks and varnishes in Europe, has taken shares in Pulse Printing Products Ltd., Bristol, a leading UK manufacturer of coatings and adhesives. In doing so Epple raises the business with its English sales partner to a new level. Epple expands their variety of high quality consumption materials and is strengthening their position in the important British print market.**

For two years Epple Druckfarben AG and Pulse Printing Products Ltd. have followed a successful partnership, having previously appointed Pulse as the exclusive UK distributor of the Epple ink range. Pulse is a leading independent UK manufacturer of coatings and adhesives, and the Epple ink range will further enhance the consistently high quality products and services that their customers rely on.

### **Broader product portfolio and advantages in logistics**

Against the background of further internationalization and the growing export business, Epple has meanwhile expanded their strategic partnership with Pulse as a contract manufacturer of Epple varnishes. In the course of Epple has taken a share in Pulse, the logical combination of Pulse's products and the printing inks and consumption materials from Epple is achieved. This benefits Epple's logistics and product range: printing inks and coatings can be shipped from Bristol to the international markets. The product portfolio of Epple is being extended by the Pulse offer. The previous recipes and products from Epple will be retained and developed.

Gunther Gerlach, Chairman of Epple Druckfarben AG: "From the beginning this relationship is founded on a shared philosophy of providing high quality products to the UK

print market. Here we take another step forward by acquiring shares in Pulse. In the partnership, we want to benefit from synergy effects, created through joint business activities and the exchange of know-how.

Gary Sheppard, Chairman of the Management Board of Pulse Printing Products Ltd.:  
“The benefits are obvious for our and Epples customers. The two companies will work closely together to provide a high level of technical knowledge and support to the UK ink market, with qualified sales staff and second level support through the Epple application technology team. Pulse can benefit from the joint network and an expanded product portfolio to position itself even better in the market.”

### **About Pulse**

Pulse Printing Products was founded in Bristol in 2000; their innovative UV curable coatings, waterbased coating and adhesives are exported to over 40 countries worldwide. Product ranges include ISEGA certified waterbased coatings, standard water-based coatings, low migration UV coatings for food packaging, screen and HUV coatings. Pulse also manufactures a comprehensive range of waterbased, UV curable, hot-melt and polyurethane adhesives.



Gary Sheppard, Chairman of the Management Board of Pulse Printing Products Ltd.  
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## COMPANY INFORMATION

Epple Druckfarben AG stands for unique perfection in every detail. Since 1870, 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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