

Epple Druckfarben AG in Monza: successful Sales Partner meeting, 2019

Neusäß, May 15th, 2019

A pit stop for international printing experts in Monza: the annual Sales Partner meeting of Epple Druckfarben AG took place in the renowned motor sports town of Monza at the end of April 2019. One thing was very clear: Epple, as a medium sized company in an intensively competitive market, has successfully mastered the challenges of globalisation and has integrated their worldwide Sales Partners into the organisation.

"The Italian market is an exemplary case for Epple's successful expansion and internationalisation over the past few years, and therefore our meeting here in Monza is taking place in the perfect location." Gunther Gerlach, Chairman of the Board at Druckfarben AG, greeted Epple's Sales Partners. Epple Druckfarben Italia S.r.l. has been located in Milan since 2017 and has been able to establish itself extremely quickly on the Italian market, in cooperation with their partner, Printgraph.

Market trends for the world

Epple informed its Sales Partners about trends in the printing market such as the increasing demand for sustainability and corresponding product innovations. The idea was for the partners to receive a comprehensive picture of Epple, the company, including the people and processes behind the printing ink products. Emil Schrötter, Process technology, demonstrated the background of the printing ink production process and Carolin Balke, Head of Procurement, reported on challenges such as scarcity of resources and rising prices for raw materials. Helmut Fröhlich, Product Manager Packaging, presented innovations from the packaging printing market and Dr. Carl Epple, Member of the Executive Board responsible for development and innovation, presented the new PURE® ink without hazardous labelling, which nevertheless dries very fast.

This ink is providing amazing service in the printing halls of various European countries and should be rolled out for further markets.

"The exchange of expertise among the Sales Partners is hugely important and is what drives our product development forward" explains Gerhard Janssen, Head of Sales. "The success of our partnerships is, on the one hand, based on the quality and power of innovation of our products. It is however, also the result of the commitment and passion of our Business Partners. They know exactly the challenges of their regional markets regarding printing inks: together we reliably cover these requirements with our manifold products."



Sales Partners from 16 countries made their way to Monza for Epple Druckfarben AG's Sales Partner meeting, 2019. © Epple Druckfarben AG



Helmut Fröhlich, Product Manager Packaging at Epple, reported on inner side packaging printing with BoFood® Organic, amongst other topics. © Epple Druckfarben AG



The international printing experts showed great interest when visiting Epple's Sales Partner in Italy, Printgraph. © Epple Druckfarben AG



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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