

Dubai, Warsaw, and Budapest: Epple demonstrates its international presence at spring trade fairs

Neusäß, 21st of May, 2019

Gulf Print & Pack 2019 in Dubai, Packaging Innovations in Warsaw and the Print Packaging Days in Budapest: The printing industry demonstrated its performance capability this spring at various Trade Fairs. Epple Druckfarben was also present, alongside their local sales partners. Whether in Europe or the Middle East, one thing is certain; innovative sustainable solutions for the packaging printing industry are in demand.

"Epple's move towards internationalisation has increased our presence on the markets. We present our high quality printing inks there, strengthen relationships with our local sales partners and experience customer requirements first hand. Regional trade fairs are the ideal platform for this practical customer proximity." Wilfried Bauder, Head of International Sales at Epple, is completely satisfied with the Trade Fair appearances in spring 2019.

The prevalent industry trends are trans-regional: the requirements are for sustainable packaging printing solutions, and great interest is also shown in further developed conventional and UV ink series. New methods in the food sector are in demand, like the migration harmless BoFood® ink system with BoFood® Organic for inner side packaging printing. "When a product like BoFood® Organic is awarded the German Packaging Prize and the World Star Packaging Award, it attracts a lot of attention internationally. Because creativity, quality and safety are highly valued in packaging printing by the printing houses and print buyers", explains Helmut Fröhlich, Product Manager, Packaging at Epple. Intensive consultation with the trade fair visitors is an additional important

factor, he continues. "The combination of technical specialist competence from the Headquarters and the regional market know-how of the sales partners has proven itself to perfection."

Trans-regional: Gulf Print & Pack 2019, Dubai

Gulf Print & Pack 2019 in Dubai (15th to 18th of April, 2019) is the largest trade fair in the MENA region for advertising and packaging printing. Helmut Fröhlich and Anil Kumar were on site. Anil is the Managing Director of Epple's sales partner, Bab Al Rayan Inks & Printing. Great interest was shown among the visitors from the Middle East, Africa and South East Asia, in the experiences of Quermia Graphics. Epple's Belgian sales partner supports printing houses in the Benelux region, who have been the pioneer users of the new PURE® ink from the house of Epple. This low odour ink system without any hazardous labelling, is based on renewable raw materials and is being introduced to an ever-growing number of markets.

Aspirational: Packaging Innovations, Warsaw

Epple received the visiting packaging experts at Packaging Innovations in Warsaw (2nd to 3rd of April, 2019) together with their Polish sales partner, Grafikus. Technical Engineer, Jaroslaw Wozny from Neusäß and the Head of the Offset print department at Grafikus, Ernest Kulaj, provided the guests with comprehensive consultation. The increasing significance of the topic of sustainability was prevalent in these expert discussions: for instance alternatives to lamination of printed products and packaging was a hot topic.

Print Packaging Days, Budapest

At the Print Packaging Days in Budapest (09th to 11th of April, 2019), Epple welcomed the customers to the stand shared with its sales partner, manroland Magyarország. The somewhat smaller trade fair impressed with its range of renowned offset printing press manufacturers. Concentrated knowledge concerning printing presses and printing was on offer from Dario Milovic, Technical Engineer at Epple, and György Kelemen, Managing Direktor of manroland Hungary. Balázs Mohor, Supplies Sales Manager at manroland in Hungary, provided information on Epple solutions for special customer

requirements. This was obviously very convincing as three fair visitors arranged for various printing tests to be carried out at short notice directly after the fair, in the area of commercial and label printing.



The specialist team from Epple at Gulf Print & Pack 2019 (f.l.): Danny Quermia, Quermia Graphics; Anil Kumar, Bab Al Rayan Inks & Printing; Helmut Fröhlich, Epple Druckfarben AG. © Epple Druckfarben AG



Epple was present for the second time, after 2018, at Packaging Innovations in Warsaw (f.l.): Ernest Kulaj, Head of the offset materials department, Grafikus; Jaroslaw Wozny, Technical Engineer, Epple Druckfarben AG; Barbara Dobrowolska, Head of Marketing, Grafikus. © Epple Druckfarben AG

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Expert discussions at Print Packaging Days in Budapest: Epple want to establish themselves as a major player in the Hungarian market together with their sales partner, manroland Magyarország. © 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. PURE® 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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