

## **Epple Druckfarben AG: A clear strategy for 2023**

**Neusäß, 06.12.2022**

**Epple Druckfarben AG in Neusäß is looking to permanently safeguard its leading position in sheetfed offset inks: through reorganisation, innovative products and a clear customer and market orientation. The current market situation and economic climate requires a great deal of courage and creativity from mid-sized companies – and the board has issued a rallying cry to the industry.**

Sinking sales volumes for sheetfed offset inks, high raw material prices, enormous cost pressure on printing ink sales prices: The current market developments are extremely challenging, particularly for mid-sized companies like Epple Druckfarben AG. Spokesperson of the Executive Board, Dr. Carl Epple, puts it into perspective: “For us and many market players, there is no other option than to pass on the price increases from our supply chain, at least in part. This is the only way to retain a sustainable, healthy business and meet our responsibilities towards our employees and the market. But, as long as we continue to convince our customers with the well-known benefits offered by our product quality and service, I still see the overall Epple package to be competitive”. Dr. Carl Epple continues: “The prevailing attitude in the print market worries me greatly. Companies are ‘working against each other’ whether that be the paper industry versus the print industry, or competition among printers or manufacturer of printing inks. Our industry is weakening itself in those areas where we actually need strong solidarity. Only a diverse printing industry can maintain innovative strength and good future prospects.”

The Epple Druckfarben AG is safeguarding its own long-term competitiveness with a new organisation that will support agile and streamlined processes. Epple Druckfarben AG will continue to hold on to and support its three strengths: innovative, high-quality



sheetfed offset inks that are “Made in Germany”; customer proximity to ensure that specific requirements can be flexibly met, and system engineering consultancy and reliable service for printing houses.

### **COMPANY INFORMATION**

Epple Druckfarben AG stands for pure perfection in every detail. Since it was founded in 1870, the company has epitomized continuous development and the highest quality standards. As one of the leading producers of offset inks, Epple has demonstrated its innovative strength in the early development of its mineral oil-free eco series and special ink types for very long intervals between wash-ups in perfecting. Its innovation is shown once more in its range of inks for food packaging with the patented products BoFood® MU and BoFood® Organic. The medium-sized family-run company places a high priority on sustainability and a flexible approach. Epple is rare among companies in that it offers customized solutions for the individual requests of its global customers.

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Media contact:

**Epple Druckfarben AG**

Marketing Communications . Ramona Bösch . Tel. +49 (0)821 4603 148 . Email: ramona.boesch@epple-druckfarben.de