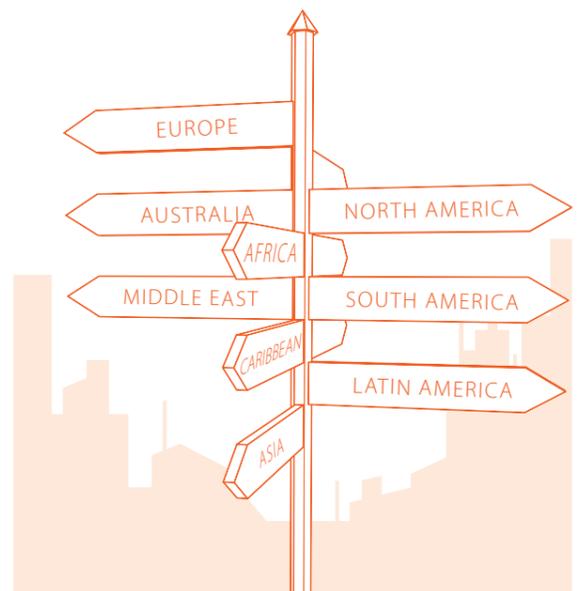


News from the world of printing inks
2nd Edition 2018



**Epple printing inks worldwide;
at home in every country.**



Exclusive sales partner
Epple is working continuously on close international partnerships!

Dear ink fans

In 2016 we set ourselves a challenge: the World should become thoroughly familiar with Epple printing inks. It was our target, as the German market leader for sheetfed offset inks, to significantly push Epple's export activities through a strong presence in the relevant important countries in the European market. For this purpose, we searched for and found, excellent sales partners who have solidified our market position and company success. Today we can say: we have succeeded, as is shown in our partner portraits in this newsletter.

Our sales partners live the service, product and quality philosophy of Epple. This is why our printing inks are demonstrating and indeed gaining an international presence; which in the meantime has also expanded past Europe. The best example would be our close relations with our very far away (as regards kilometres) partner from New Zealand. Our philosophy "essence of passion" is going right around the World and one thing is sure: We will follow the path we have embarked on consequently, finding suitable cooperation partners and consistently improving our technology and service using the newly gained experience.

We wish you a very good read

Gunther Gerlach
Chairman of the Executive Board






epple
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Epple Italy at Print4All

Epple Italy will be exhibiting at Print4All, the new major trade fair for Commercial, Publishing and Industrial printing (29th of May to the 1st of June 2018 in Fiera Milano, Rho). The Stand is located in Hall 18 - F22 G21, which is

where Epple Italy will present the entire product range, including a premiere. PURE, the new ink technology from Epple for offset printing will be exhibited for the first time on the Italian market. ●

INK Maloberti: New to the range - Metal Decoration inks

New sales partner in the area of special inks

Epple Druckfarben AG has expanded its leading position in the German offset printing inks market in the area of special inks: the printing ink experts are now working together worldwide with the renowned specialists from INK Maloberti from Italy, in the special area of Metal Decoration.

"Epple Italy has started well in the demanding Italian print market; the quality of Epple's printing inks has been very well received by the customers. What will make it even better is that we now have a further Italian partner on our side and that we are able to expand our range with the Metal Decoration segment and can offer this outside of Italy as well. We are working closely together in sales and technical customer support, as partners with INK Maloberti, a company rich in tradition, from Cormano nearby Milan. Our competences complement each other perfectly" explains Gerhard Janssen, Head of Sales at Epple.

Metal Decoration inks: brim full of experience

INK Maloberti has been successful in the offset inks sector for decades and has strengthened and specialised itself on thermal and UV Metal Decoratings as well as relevant coatings. Their passion for and competence in Metal Decorating inks is easy to explain: Armando Maloberti, a former Metal Decoration printer, founded INK Maloberti in 1953. His son Alberto Maloberti steered the company in the new millennium and Augusto and Alessandro are the new generation.

Epple and INK Maloberti: united for quality

Epple and INK Maloberti have already presented themselves successfully at Metpack, the international trade fair for metal packaging, in 2017, in Essen. The high level of competence inherent in both firms in the sector of foodstuff packaging is a conjoining factor and the sector provides a significant contribution to the overall production volume when it comes to Metal Decoration inks. Know-how and responsible production are vital here, as Alessandro Maloberti, Metaldeco specialist at INK Maloberti, knows: "Our special and really unique Metal Decoration products complete Epple's range for sheetfed offset packaging inks ideally. We were able to enter the cooperation with very positive expectations, as we know that both companies have the same high demands regarding product quality, service, sustainability and enthusiasm for innovation." This quality awareness is demonstrated in excellent processes, as Maloberti elaborates: "The quality system for multicolour process printing at INK Maloberti has been used as an example by numerous other companies: continuous production control, ink evaluation with the help of highly developed spectrophotometric methods and simulation tests." When it comes to service, an ink mixing station ensures quick deliveries to the customers. ●

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Quermia Graphics: Printing houses profit from exclusive support

Sales partner Benelux Countries and France

In the mid nineties they became one of Epple's first sales partners. Quermia Graphics have supplied the printing houses in the Benelux region and France with printing inks from Epple ever since. The partnership has remained lively and successful, as proved by the many joint projects.

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Belgian sales partner Danny Quermia introduced his customers to the new pure ink system at the PURE-Event in March.



"Quermia Graphics is a very well renowned agent of consumer materials for printing, who additionally live Epple's concepts of variety and product quality and sell optimally."

That is how Gunther Gerlach, Chairman of the Board at Epple Druckfarben AG, describes Quermia Graphics, who are the exclusive sales partners for the important markets in Belgium, the Netherlands, Luxembourg and France. The Belgians sell Epple's printing inks in cooperation with their exclusive trading partner, manroland

Benelux, and benefit from the product innovations from Neusäß. The new ink PURE, has met with especial interest in the Benelux region. The Kliemo printing house located in Eupen in Belgium, is a real pioneer and has become one of the first printing houses worldwide (and the very first in Belgium) to print with PURE, under production conditions.

Benelux is prepared for innovations

"The PURE ink system brings with it ideal characteristics for printing, drying and post processing which enable the further development of sustainable printing. We are absolutely convinced of this, thanks to our experience at Kliemo", explains managing director Danny Quermia. This is the reason why he brought customers from Belgium to one of the popular PURE-Events in Neusäß. These events are designed to transmit knowledge on industry and ink trends.

"We are energetically supporting our customer Kliemo with products, consultation and service." Quermia Graphics provides an intensive application-technical support for all ink systems. The Belgians have prioritised Epple's ink and varnishing systems when offering consultation on on all sales relevant process and application-technical concerns to customers from the sheetfed offset printing sector. Part of the service is the quick delivery of inks to the printing customers. Quermia Graphics operates an ink mixing station in Brussels. Special inks of all types can be quickly delivered to the customer from there.

Pulse Printing Products: renowned for ink and varnish production

Sales partner UK

Pulse Printing Products sells Epple printing inks successfully in Great Britain and Northern Ireland. Printing houses profit from the enormous application specific know-how arising from this exclusive sales partnership.

"Service, Quality, Reliability". The Bristol, England based Pulse Printing Products philosophy has already convinced a lot of customers. Epple Druckfarben AG is also delighted with the level of specialist knowledge and the sales structure of their sales partner, as emphasised by Gunther Gerlach, Chairman of the Board at Epple Druckfarben AG, already on the occasion of the cooperation agreement in 2016. Pulse Printing in turn appreciates the innovative inks produced by Epple, which are known worldwide for their quality and exceptional printing results. Epple's practiced sustainability regarding products and production has been an additional convincing factor for the English ink experts.

Pulse Printing, founded in the year 2000, is not only an exclusive Epple Agent; Pulse Printing is in itself a renowned producer of inks, varnishes and adhesives. The innovative UV Curable Coatings, water based coatings and adhesives are exported to over 40 countries worldwide. Together with the competence provided by

Epple, this partnership provides the British market for sheetfed offset inks with an exceptionally high degree of technical know-how and support. Alongside the qualified sales personnel, this also includes a needs-based Second Level Support supplied by Epple's application technology team. Short delivery times are another plus: the local warehouse in Bristol and a mixing station for special inks ensures this.

Pulse Printing excels at printing houses both with its expertise in ink and varnish production as well as its huge printing technology know-how.



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Tintas Arzubialde: The absolute ink competence on the Iberian Peninsula

Sales partner Spain



Tintas Arzubialde, just like Epple, lays great value on research and development in the area of ink systems.

Epple has had a business relationship with Tintas Arzubialde for more than ten years and the ink specialist from La Rioja has sold Epple printing inks and varnishes in Spain exclusively, since 2012.

Tintas Arzubialde is a true expert in the printing ink sector on the Iberian Peninsula. Its 61 employees, of whom 7 are chemists, produce inks, varnishes and other chem-

ical aids for the graphic industry branch. Their products cover the entire range of printing technologies: Offset printing, Gravure printing, Screen-printing, Flexo printing, Chips and Varnishes. These printing experts are absolutely convinced by Epple printing inks in sheetfed offset printing. They appreciate the quality in formulation, print and post processing. Alongside numerous specialist certificates like the European Central Bank Accreditation as ink supplier for Euro Banknotes, Tintas Arzubialde has also of course been certified for quality (ISO 9001:2008) and environmentally friendly processes (ISO 14001:2003). Tintas Arzubialde is an exceptional company, which has distinguished itself through the recognised excellence of its security inks, amongst others. "Such a specialised sales partner with their market and expert knowledge is a huge stroke of luck for us as the leading producer of sheetfed offset inks. Another mutuality is our shared passion for research and development", explains Regional Sales Manager, Gangolf Junglen,

from Epple. Their open-mindedness for innovations and vast experience with Epple printing inks, mean that the printers from the Iberian Peninsula profit from the latest ink systems as well as application-technical competence for rapid customer support. Service teams react from locations in Barcelona, Madrid and Valencia.

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Labiink: The dynamic print experts from the Baltic States

Sales partner Baltic States

Labiink, located in Riga, Latvia is a leading partner to the Baltic printing industry and provides a broad product range of printing auxiliaries. An important component of the success story is the excellent relations with the Epple Druckfarben AG.

Labiink is a young company: since 2012 the company has been providing sheetfed offset and flexo printing houses in the Baltic States with printing materials, from the Latvian capital. Today, Labiink is the market leader in sheetfed offset printing in Latvia.

Quality is in-demand

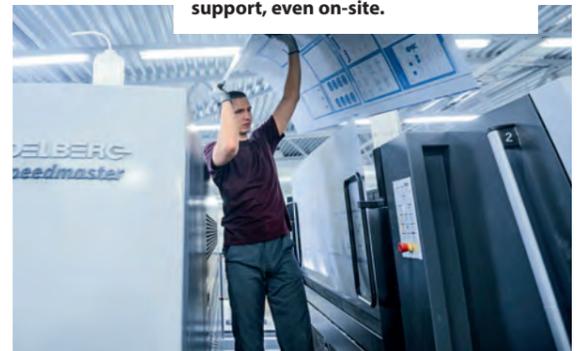
Labiink's strategy has remained constant: "We put great emphasis on quality." Labiink wanted to provide the printing houses in the Baltic States with the best branded printing materials in the world, at affordable prices. Step-by-step therefore, the Latvians chose high quality products from the best producers. Today, Labiink provides a wide range of inks, varnishes and consumables for Offset and Flexo printers. Technical support, Service and Consultation also belong to this range. This provision of services is utilised by well-known Book, Commercial and Packaging printers like the much lauded Book printer, Livonia print in Latvia, K-Print in Estonia, known for their creative business stationery, amongst others, and Standartu Spaustuve in Lithuania, one of the largest Publishers and Book printers in the Baltics.



Epple. Part of the success

Part of the success story is the excellent relationship with the Epple Druckfarben AG. Ivars Upmalis, managing director Labiink: "Regarding Epple Druckfarben, we are the exclusive contact partners for all sheetfed offset printers in our region. Alongside our in-depth knowledge and our long-term experience with Epple products, we can support our customers with good technical support and a flexible on-site-service." Epple provides its sales partners with all Pantone mixed tones within 24 hours from its own colour mixing plant and thereby facilitates a seamless and fast delivery for Labiink to its customers. This is the strategy Upmalis is using to prepare the company for the future. " We want to strengthen our market position by providing innovative products. Our aim is always to be one step ahead of the competition."

To ensure that production runs seamlessly in Baltic printing houses, Labiink provides good technical support, even on-site.



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Al Madina Offset Division knows: the competence and skills of their employees enable the company's success.

Al Madina: Company culture as success guarantee

Sales partner Egypt

Al Madina for Advanced Technology – Offset Division in Cairo provides the printing houses in the near and middle East with a comprehensive range of consumable materials at the highest quality. Epple printing inks aid the print customers to combine high grade, top quality print with the maximum level of efficiency.

Since 1986, Al Madina has provided printing presses and printing auxiliaries throughout the near and middle East. From the very beginning the demand was: the printing industry in the region should be promoted. Al Madina is set up on an enormously broad base and serves customers, alongside those from the Offset, Flexo and Digital print sectors, in the sectors of corrugated cardboards, textile and sign printing. For these purposes the Egyptians rely on worldwide partners and since 2016, on the ink systems from Epple Druckfarben AG. The Neusäßer Company is happy with the cooperation with a partner, which represents such a high level quality demand.

Especially in the near East, the customers appreciate high quality results in general, and that is equally valid for printing results like in packaging and therefore also for printing inks. The variety of colours and the consistency of the printing inks from Epple support this desire. Al Madina very consciously chooses its suppliers. After all, the Offset sector represents about 40 % of the yearly turnover of Al Madina, put together from consumables and presses. "Since the establishment of the company we have consistently striven to be the best choice for all our stakeholders. This is a position we want to achieve, defend and further develop," explains Khaled Adel AlAkhwas, Product manager Offset Division. The competence of the employees is equally as important as the style of management.

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Servicom NZ: The preferred choice of quality printers in New Zealand

Sales partner New Zealand

In the past two years Epple has expanded its international sales network significantly, all the way to the green island in the Southern Hemisphere. Servicom NZ has taken over the sales of Epple printing inks in New Zealand.

"Through our partnership with Epple, we have been able to increase our share of the Offset ink business in New Zealand. When questions arise concerning the ink system or the process technology, then Epple advise us and give us fast answers. This has enabled us to establish the Epple brand quickly in New Zealand." Stephen Southon, Owner of Servicom NZ, is very satisfied with the start of the sales partnership with Epple Druckfarben AG. The company was established in 2004 and initially

offered a range of printing blankets, packing paper, cleaning cloths and special foils. Over the past 14 years the product range has grown, and turnover has continuously increased. In the meantime the company employs eight personnel and Servicom NZ has become an important supplier of inks and consumables for the New Zealand printing industry. Benjamin Bornfleth, Regional Sales Manager at Epple, is supporting the New Zealand market and the demands are high. "I was impressed right from the first meeting by the professionalism and know-how of our partner Servicom NZ. The first projects have begun very well and I am delighted that the quality of Epple's inks has been so well received."

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Worldwide presence: Our sales partners

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Further information under:
www.epple-druckfarben.de

"I am delighted to be able to present you our export sector personnel. They all live customer focus with all of their passion, every day. All of our sales employees possess in abundance the necessary characteristics for this focus, like high commitment, quick reaction times and solution oriented work processes. In combination with our application-technology specialists who have their competences in application and product knowledge, we are a strong and reliable team for our customers and partners."

Gerhard Janssen, Head of Sales



The printing World at a glance: Epple's International Sales Team

Regional Sales Manager



Gangolf Junglen

- Seniority: at Epple since 2012
- Current Post: Regional Sales Manager for Southern Europe, parts of Eastern Europe, Africa, the near East, parts of Asia and Latin America

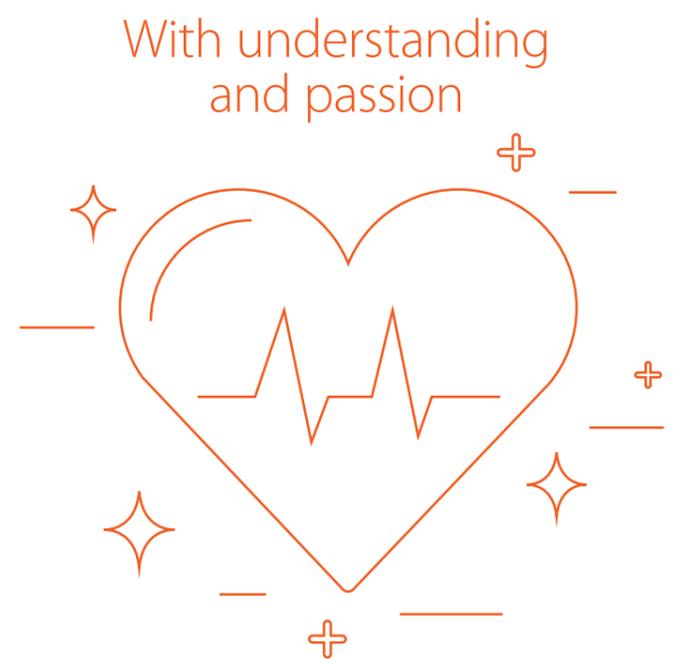
Industry experience: The trained economist has experience with all branches of the graphic industry, including suppliers, printers and press manufacturers. Junglen was previously managing director at Sauer Walzenfabriken in Spain and Italy and had the same leading position at the CDW Color Druck printing house, among other positions. As Regional manager for printcom at manroland AG, Junglen was able to acquire in-depth printing technology know-how.



Benjamin Bornfleth

- Seniority: at Epple since 2012
- Current Post: Regional Sales Manager for Oceania, South Africa, the Baltic States, parts of the USA and Great Britain

Industry experience: His major task as Technical Sales Manager at Epple has been preceded by valuable industry experience. The trained industrial foreman for printing worked for Koenig & Bauer and Komori worldwide as an instructor and application-technology expert, among other positions, and built up the service area for a large printing company.



Your first contact partner: Sales Service International

They are the beating heart of international sales for Epple in Neusäß: the Sales Service International supports the Sales Management and the Regional Sales Manager.

When a customer contacts Epple, they normally contact Brigitte Fahrner and Nina Gai, initially. These two colleagues complement each other brilliantly, with Brigitte Fahrner's 22 years of experience and Nina Gai's youthful enthusiasm. Their tasks in Sales Service International are manifold: They process customer enquiries and direct these to the responsible Epple experts, they create offers and organise company visits.



Comprehensive competence: Other departments in Epple also use the language talents of the Sales Service International Team for translation work (from left to right Brigitte Fahrner and Nina Gai).



Norbert Lenzgeiger
Head of
Technical Service



Michael Eierle



Stefan Mayr



Martin Streitberger



Igor Koch



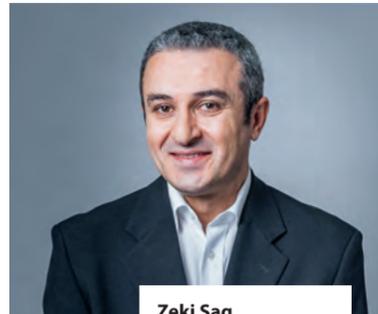
Dario Milovic



Manfred Widmann



Manfred Lilly



Zeki Sag



Jaroslaw Wozny

The Technical Service Team

Printing inks from Epple are a promise of the highest printing quality. This is what the Technical Service Team ensure.

When a new Epple ink system is introduced in a printing house or should sundry enquiries arise, then the experts from the Technical Service and Technical Sales Team spring into action.

They advise and support printers personally, when required, on-site, worldwide. Because nobody knows the Epple ink systems together with the technological pre-conditions and requirements of printing customers, better than the experienced Technical Service Team. ●



Every customer can expect his or her optimal solution from the International Sales Service Export Team and therefore the obtainment of the desired order. (from left to right Gilda Carleo, Hang Dinh, Patrizia Traina, Daniel Rathgeber, Volker Becker).

The Export Team

The International Sales Service Export Team always keep their eyes firmly on the supply chain. This department supports customers from the order entry right up to the punctual delivery of the goods, and that worldwide.

Comprehensive knowledge is required in order to reliably process the many relevant delivery documents. These include transport papers, customs procedures, movement certificates and certificates of origin. The International Sales Service Export Team comprises of many competent heads that reliably solve the most challenging customer concerns. Each customer can expect their optimal individual solution, and therefore the obtainment of the desired order. ●

Dates

Print4All

The trade fair for Commercial, Publishing and Industrial printing in Milan

29th of May until 1st of June 2018

Hall 18 . Stand F22 G21

ZLV Packaging symposium

Meeting point for all associated with the value chain of industrially manufactured and packaged foodstuffs

13th to 14th of September 2018

Kempten University of Applied Sciences

FachPack

The trade fair for Packaging, Processes and Technology in Nuremberg

25th to 27th of September 2018

Hall 7A . Stand 7A-138