

Press release

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First digital printing for aseptic carton packs in Europe

Flexibility and speed taken to next level with introduction of SIG Digital Printing for aseptic carton packs

With a pioneering reputation for providing customers with maximum flexibility and speed, SIG is taking production to the next level with the seamless new opportunities of SIG Digital Printing for aseptic carton packs produced in Europe. This professional printing solution offers full-color digital printing on SIG carton packs without the need for cylinders or printing forms, enabling more flexibilization and agility to meet specific customer demands.

In the increasingly fast-paced food and beverage industry, where market requirements have changed significantly in recent years, flexibility and fast reaction times are crucial for certain

manufacturers in different categories to be successful with their products. This includes demands for packaging, where the lifecycles of designs are becoming even shorter and the need for agility due to smaller lot sizes and promotions are ever increasing. This is due to factors such as frequent product launches, portfolio extensions and increasingly creative marketing campaigns to keep one step ahead.

SIG has invested in this new digital printing technology to perfectly complement its existing highly efficient and high-quality rotogravure printing. SIG Digital Printing investment includes a RotaJET 168 Digital Printing Machine built by Koenig & Bauer, a global leader in digital printing technology. Commercial production on the industrial digital printing machine is planned for the second half of this year at SIG's production facility in Linnich, Germany.

Holger Schmidt, Head of Product Management Technology at SIG: “Our aim is to always ensure our customers have the best choice and access to latest technologies and solutions that keep them at the cutting edge of innovation today and in the future – designed to their needs. Small scale production will make it possible for our customers to be creative with design changes and to test out product ideas in the market with reduced risks. Speed, flexibility, and precise product design are decisive factors for success, and this is exactly what we offer with our digital printing solutions.”

Ideally suited to SKUs with lower order quantities, flexible and futureproof SIG Digital Printing offers food and beverage customers the opportunity to make dynamic design changes quickly and easily to deal with frequent modifications and updates. This ensures stand out design on shelf, keeping brands in season and maximizing regular product promotion activity.

Christoph Müller, CEO Segment Digital & Webfed and Member of the Executive Board Koenig & Bauer AG: “Like SIG, we always have the requirements of tomorrow in mind so we can shape the future alongside our customers. It's exciting to see SIG Digital Printing for aseptic carton packs come to fruition and how this new technology will bring a valuable addition to their printing portfolio by providing a streamlined design editing option, as well as the possibility of speeding up their design-to-print process.”

More information: www.sig.biz/digital-printing

About SIG

SIG is a leading solutions provider of packaging for better – better for our customers, for consumers, and for the world. With our unique portfolio of aseptic carton, bag-in-box, and spouted pouch, we work in partnership with our customers to bring food and beverage products to consumers around the world in a safe, sustainable, and affordable way. Our technology and outstanding innovation capabilities enable us to provide our customers with end-to-end solutions for differentiated products, smarter factories, and connected packs, all to address the ever-changing needs of consumers. Sustainability is integral to our business, and we strive to create a net positive food packaging system.

Founded in 1853, SIG is headquartered in Neuhausen, Switzerland, and is listed on the SIX Swiss Exchange. The skills and experience of our approximately 9,000 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 100 countries. In 2022, SIG produced 49 billion packs and generated €3.1 billion in pro forma revenue ((incl. unaudited revenue from recent acquisitions).

SIG has an AA ESG rating by MSCI, a 13.4 (low risk) score by Sustainalytics and a Platinum CSR rating by EcoVadis. For more information, visit our [website](#).

For insights into trends that drive the food and beverage industry, visit the [SIG blog](#)

About Koenig & Bauer

Koenig & Bauer is a globally active printing press manufacturer with headquarters in Würzburg (Germany). It supplies machines and software solutions covering the entire printing, finishing and converting process, with a particular focus on packaging. Machines from Koenig & Bauer are capable of printing on practically all substrates – the portfolio ranges from banknotes to board, corrugated, film, metal and glass packaging, and includes book, display, coding, decor, magazine, advertising and newspaper printing. With a history extending back more than 200 years, Koenig & Bauer is the oldest printing press manufacturer in the world and is today at home in virtually all printing processes. Together, the group companies count a total of around 5,400 employees. Koenig & Bauer operates manufacturing plants at ten locations in Europe, alongside a global sales and service network. In the financial year 2021, annual sales amounted to €1.116 billion.

Further information can be found at www.koenig-bauer.com

Picture caption:

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Photo: SIG

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