

# PACKAGING POWER

A Powerful Ambassador of Your Brand



  
SAUERESSIG®



#### Successful Finish

If your product is in great shape, crossing the finish line to the shopping trolley will be made with ease.

#### A Good Start

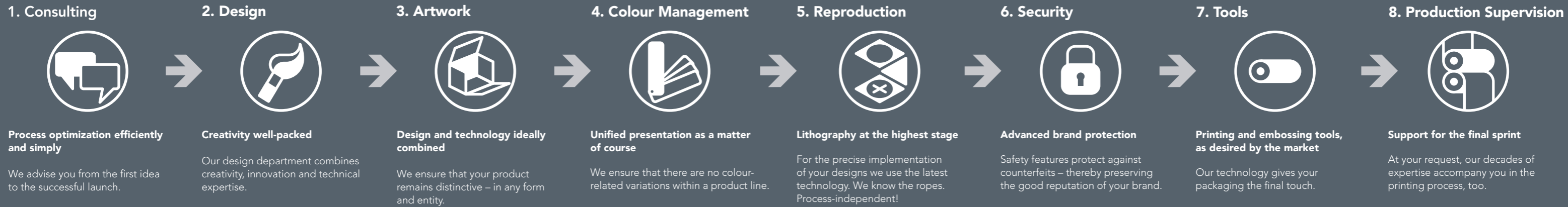
# ENSURE POLE POSITION

No matter whether food, pet food or sanitary products – the packaging of a product is as important as its quality nowadays. To attract the consumer, it has to reflect product and brand characteristics as well as trends and social developments: Consumers become more and more ecologically conscious. Therefore, the popularity of organic plastics increases. The number of single-person households rises. Consequently, packaging units become smaller and can be divided into portions. Furthermore, packaging has to be refined in order to protect it against product piracy. And last but not least, packaging certainly has to ensure one thing: to differentiate your own from competing products! Based on decades of experience, we know the challenges and market requirements you need to face every single day. Therefore, we would be happy to support you and to adapt our services to meet your individual processes and requirements.

- Individual support and assistance, either along the entire process chain or in particular segments
- Smooth integration of our services into your processes
- Maximum efficiency from the first draft to the final printing plate

Close Support Along the Entire Process Chain

# WE TAKE YOU THE FULL DISTANCE



In packaging many details have to be considered. We are specialized in supporting you comprehensively on every step of the way to your product packaging. Since 1953, we have developed advanced technologies, procedures and designs for the packaging industry. We are your innovation partner in all issues relating to design, safety features, reproduction, printing and embossing plates as well as machines and equipment for refinement processes. We create packages that specifically inspire the senses of the consumers and that turn the reach to the shelf into an experience with unique surface design. Enjoy the service of a flexible partner. With our

650 employees on site and a global network, we can cover complex and extensive contingents confidently. At the same time, we are accustomed to the required tempo in the market.

In short: In everything we do for you, we love to be at your service for the individual steps as much as for the entire distance.



### The Brand Center. The First Address for Your Brand!

From the first idea to the point of sale the Matthews Brand Center Vreden accompanies you, as one of seven brand centers worldwide, with a designated contact person in all questions of your packaging: On request we will coordinate the complete process for you up to the print inspection and advise you in all steps!

## Design and Artwork

# WE TURN PACKAGES INTO BRAND AMBASSADORS

People purchase what catches their eye. A simple rule that demands increasingly more of packaging design. Only if the high quality of your product is as well-reflected in a unique and appealing packaging – when it turns into a powerful ambassador of your brand – it attracts the attention of your target group and ends up in the shopping trolley.

That is why we specifically combine creativity with technical expertise at SAUERESSIG. A highly qualified team of packaging designers assists you in our design department, developing layouts with a great sensitivity for current and upcoming trends, but never disregarding one thing: the technical feasibility.

Through the close cooperation with our technical experts, our design department guarantees you state-of-the-art designed packaging. This way, we optimize the communication between the interfaces and we achieve a maximum of efficiency and effectiveness throughout the process. All our clients benefit from that expertise. No matter if they solely wish a design or if we may accompany them up to the finished printing tool.



## DISTINCTIVE DIVERSITY

Are you about to launch new products? Are you looking for a partner for their implementation? Our design department supports you with the following services:

- Design
- Artwork
- Packshots and renderings
- 3D-animation
- Dummies for advertising shoots before the serial production





Colour Management and Brand Protection

# WE SHOW OUR TRUE COLOURS

## COLOUR MANAGEMENT

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The processing of web materials has many facets. Whether it's calendaring, coating, laminating, lining, lotioning or condensing – each must meet the highest standards of precision and functionality. For this reason, we develop system solutions that master every challenge. This is why we rely on the very latest technologies in the production of purpose-built machines – from individual to complex converting lines.

## SECURITY

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Product piracy increases constantly. Security features that are integrated into the packaging design under the greatest secrecy are all the more important.

- Development of individual security features
- Integration of security features, such as hidden images, watermarks or micro texts
- Complete safeguarding of the security department, including reproduction and production

## REPRODUCTION

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We transfer the most complex drafts into the perfect printing plate – one hundred percent compatible in colour and form, according to all specifications of your corporate design. Our decades of expertise across all printing processes guarantee you a successful implementation. By the use of a central in-house contact and distribution point, your coordination effort is not required.

- Adaption of designs to every printing process
- Digital reproduction with the latest EBV systems and manual composition in our in-house design department
- Reproduction of spot colours according to the highest standards

Web Portal

# WE PROVIDE YOU WITH THE OPTIMAL SETUP

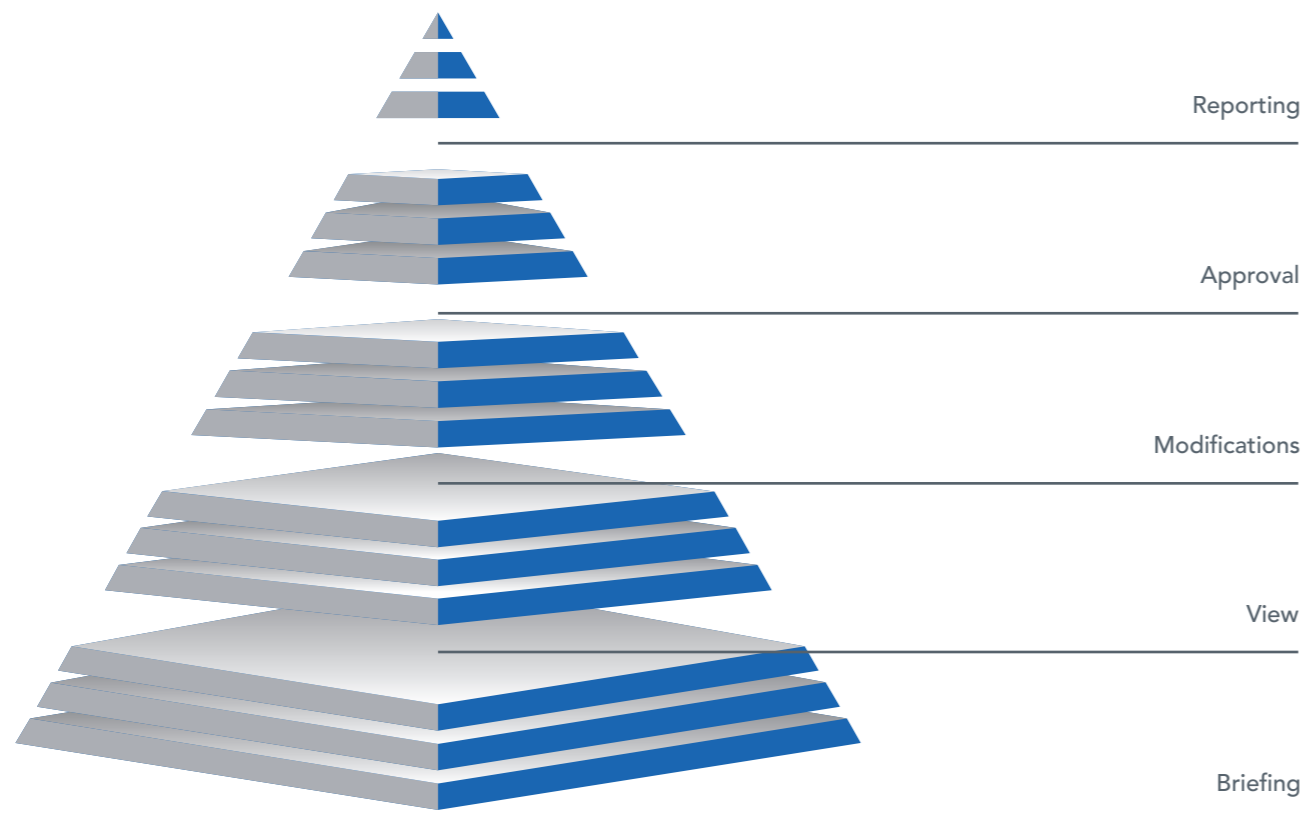
Adjusting drafts, gathering opinions, testing versions, revising or approving: A new packaging is not only full of creative challenges, but also requires highly complex project management at the same time. Consequently, it is good to be ideally positioned and to be able to communicate as efficiently as possible with all responsible departments.

All project partners are able to connect to a packaging, image and media database, protected by a password and in the mode you specified, to come to an agreement via a communication module.

With our web portal we offer you a workflow management system that bundles all tasks and data in the project management in an efficient and intelligent way.



## MODULES



# WE KEEP UP YOUR PACE

You are sitting at the airport? You are on your way to a business meeting? Do you need the current status of your packaging now? We keep up to your pace.

The web portal is browser-based and thereby accessible via your smartphone and tablet as well as your PC. All decision makers are informed about the status of the project development at any time through to the final approval.

During the coordination phase we work with viewing-data that you can open and download easily. In addition, you have access to all final high-resolution files in the approval mode. Always considering the corresponding safety parameters, of course.

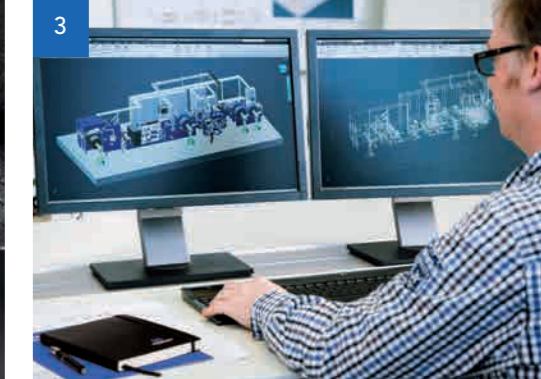
Technologies and Tools

# WE MAKE USE OF THE LATEST TECHNOLOGY

A packaging design is only as good as the quality of the final production. Therefore, we manufacture tools of the highest quality that succeed in the decisive step from the dataset to the perfect form. During the development and fabrication of printing and embossing forms we know the challenges in detail.

Whether it is about the exposure of the printing plates for flexographic printing, the laser engraving of the printing cylinder for gravure printing, the direct structuring of the

embossing rollers or a special refinement of your packaging: we are able to find a perfect solution even for the most extraordinary tasks. Even test prints can be carried out in our technical centre and laboratory at any time. Always adhering to the most stringent quality standards along the entire process.



## 1. GRAVUR PRINTING EMBOSSING

- Direct laser engraving for high contrast designs
- Electromechanical engraving for cost-effective printing of packaging
- Etching for high-resolution reproduction of finest fonts
- SAUERESSIG VAT-process for microscopically fine structures required in the technical sector or in security printing Sleeve technology
- Milling, etching and direct structuring of roll embossing in 2D and 3D – also fitting for roto gravure cylinders

## 2. FLEXOGRAPHIC PRINTING AND FLEXO-EMBOSSING®

- Infinite fields of application even for exceptional packaging material
- Seamless printing forms like full cylinders or sleeves for continuous printing
- All standard procedures and technologies can be implemented without any problems
- Individual customer solutions

Inline Flexo on Demand Technology: the all-round carefree-package with all the peripherals and production on demand from colour management and reproduction to the installation of the laser and starting the job on site.

## 3. ENGINEERING

- A team of 130 highly qualified and experienced professionals
- Future-oriented system solutions for our customers individual needs
- Manufacturing of high-precision calender technologies, roller systems and sleeves
- Own technical centre for embossing tests, patterning or pre-production runs on different laboratory plants and for all product areas


SAUERESSIG

## GLOBAL EXPERTISE

As part of Matthews International and SGK, we are part of a strong network and a proven, reliable partner for leading companies, beyond all borders.

Worldwide, we are working on connecting businesses to brands and brands to consumers – from product design to instore solutions. We strive for innovation, first-class service and cost-efficient solutions.

- Vreden, Germany
- Grenzach-Wyhlen, Germany
- Moenchengladbach, Germany
- Poznan, Poland
- Warsaw, Poland
- Bristol, Great Britain
- Veliky Novgorod, Russia
- Izmir, Turkey
- Istanbul, Turkey
- Milwaukee, USA



# WE TAKE YOUR PRODUCTS TO THEIR DESTINATION

PLEASE CONTACT US





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