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Introducing SGK: Combined Expertise from Design to Print

At drupa, SAUERESSIG and SCHAWK! jointly exhibit under the umbrella brand SGK for the first time

From design to printing process to the final presentation at the point of sale – as Matthews International’s umbrella brand for brand creation, brand implementation and brand protection, SGK offers its partners and customers full service along the entire workflow. In doing so, SGK draws on the expertise and strengths of its individual brands. Since the re-branding at the end of last year, SAUERESSIG and SCHAWK! are part of SGK, too – next to Brandimage, Anthem and IDL.

SAUERESSIG is a global and renowned expert for premium rotogravure and special machinery solutions. SCHAWK! specializes in data handling services and flexographic printing. Both brands serve brand owners, printers and converters along the entire prepress process – right to product presentation at the POS. Around the globe their experts work on presenting brands and products in the best possible and most consistent manner. The overarching goal is to create consistent data for all types of applications. Standardized workflows across all international locations facilitate cooperation with those who are involved in the printing process – saving time and money for all parties.

According to Stephan Lammers, Global Director Packaging at SAUERESSIG, “drupa is a promising platform to showcase our strong, global network. With our broad portfolio, SAUERESSIG and SCHAWK! are the perfect partners for brand owners, printers and converters.”

The expertise of countless demanding projects makes both brands true innovation leaders in the market. At drupa, the latest developments and advancements are presented, including RGB-printing, Digimarc®, Printed Electronics and Holography-printing.

SAUERESSIG and SCHAWK! can be found in hall 3, stand B24 at this year’s drupa in Düsseldorf, Germany.



Source: Saueressig

For more information, please visit:

<http://www.sgkinc.com>

<http://www.saueressig.com>

<http://www.schawk.com>

About Saueressig

Saueressig is a renowned expert in premium rotogravure and special machinery solutions. The company supports customers along the entire prepress process and improves profitability by applying innovative solutions to the complex challenges faced by brand owners, printers and converters in the reproduction of brand assets. Saueressig owns more than 150 patents and has more than 60 years of experience. The internationally expanding company serves customers from ten production sites worldwide.

Saueressig is part of the brand deployment group of SGK. SGK is a division of Matthews International Corporation (NASDAQ GSM: MATW). For more information visit: www.saueressig.com

Media contact:

Petra Wildenhaus

Marketing Manager

petra.wildenhaus@saueressig.com

Please send a copy of the publication to:

SAUERESSIG GmbH + Co. KG | Marketing | Gutenbergstraße 1-3 | 48691 Vreden | Germany