

PRESS RELEASE

Wipf AG: Launch of digital printing for flexible packaging

Volketswil, 24 September 2012/vkw: Wipf AG has invested in an HP Indigo WS6600 digital press. In future, the new digital printing machine will cover new applications in the Food, Non Food, Pet Food and Medical segments. Wipf is convinced: "The Wipf success story will continue thanks to the addition of a digital press in the printing department."

For the privately owned, Volketswil-based company, the decision to invest in digital printing was well-timed. "The new press significantly improves our competitiveness in flexible packaging," says Christian Wipf, owner and chairman of the board. HP Indigo is the undisputed industry leader in digital printing. The press will allow us to access new markets."

Currently, the press is being used to develop sample-run projects with regional customers and partners. Further technical feasibilities will have been analyzed by the end of the year, and the first customer projects will be implemented in the spring of 2013.

For Wipf AG, the WS6600 represents an investment in a mature technology that has gained strong acceptance in the marketplace. The press can print virtually all substrates in various thicknesses and web widths of up to 320 mm. With enhanced color management options and resolutions of up to 1219 dpi, the 7-color digital press optimally complements the traditional flexographic and gravure systems. Digital printing is deployed for short runs with a high degree of variability and changing data; it is particularly suitable for packaging designed for dry and wet products.

Thanks to the constructive partnership with HP, Wipf has attained a further important milestone and at the same time plotted the course for a successful future.

Wipf AG – Innovative Packaging Solutions

The company's core competence is the development and production of high-barrier packaging films and pouches for the food, pharma, and non-food industries. The manageable size of our business, a competent development division, and modern infrastructure assets in laboratory, production, and logistics make it possible for us to develop innovative and flexible solutions for varying requirements and to successfully implement them according to the motto "Innovative Packaging Solutions".

Further information: www.wipf.ch

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