

PRESS RELEASE

## **Wipf AG launches digital packaging for pasteurizable and retortable films and pouches**

**Volketswil, 22 June 2017: On the occasion of the 6th wipf day, the digital printing pioneer and flexible packaging specialist introduced the next development step in digitally printed pasteurizable and retortable packaging.**

The current breakthrough in digital printing was clearly felt at Wipf's customer convention. The share of digital press jobs is growing continuously. Prominent FMCG companies are aware of the fact that digital solutions have gained significance in the packaging industry. The advantages are compelling: Short runs can be customized for targeted marketing campaigns. Packaging can be categorized and personalized on demand by region, season, campaign, or customer segment.

For the first time, flexible retortable packaging for food or pet food can be produced on digital presses. Depending on the product, options allow the combination of various laminates to achieve good stability for sterilization and pasteurization. The special coating applied in a further manufacturing process involving HP Indigo ElectroInk fulfils the relevant provisions of Swiss and European legislation, subject to accurately defined deployment and printing regulations for this type of packaging.

### **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](http://www.wipf.ch)

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