



## Press Release



### Zeller+Gmelin joins forces with the PrintCity Alliance

**UV ink specialist Zeller+Gmelin became a member of the PrintCity Alliance on 1 January 2020. The company has already contributed its expertise to joint projects in the past.**

#### **Competence in UV technology strengthens network**

After years of collaboration, Zeller+Gmelin has now become an official member of the PrintCity Alliance. "In this increasingly complex world, our customers expect suppliers to cooperate closely and coordinate activities with one another", says Marcus Ruckstädter, Head of Sales at Zeller+Gmelin, explaining the decision. The PrintCity Alliance gives us the ideal platform for meeting this requirement. Furthermore, Zeller+Gmelin's corporate values are right in line with the Alliance's philosophy: reliability and credibility, receptiveness and creativity, solution competence and customer orientation, responsibility and sustainability."



*connection of competence*

#### **Zeller+Gmelin fills gap in portfolio of members**

Zeller+Gmelin has already been involved in PrintCity Alliance projects in the past, such as the premium DANO-NODA cosmetics packaging. "Back then, we had to carefully balance the combination of paperboard, ink, varnish and UV curing to handle the extreme stresses caused by overextension of the scored folds", recalls Rainer Kuhn, Managing Director of the Alliance. "Now we're very pleased to have this expertise as a permanent part of our network."

In addition to the current Better Human project, Zeller+Gmelin will also be participating in all of the Alliance's joint trade fair appearances.

"On behalf of all members, I would like to welcome Zeller+Gmelin to the PrintCity Alliance", added Kuhn.

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