

Press Release



Front Cover - Creativ verpacken

Sustainable printing - Responsible and luxurious!

The Printing Inks Division, together with the PrintCity Alliance, produced the front cover of the September issue of the trade magazine *creativ verpacken*.

The motto of the front cover was "Luxury - sustainably and responsibly produced".

The topic of sustainability has also long since arrived in the luxury goods industry and is increasingly determining the decisions of brand owners and purchasing decisions at the POS. So the challenge is to combine these two aspects, which at first glance seem to contradict each other. It is about showing how packaging can appear luxurious and still be produced in a sustainable and environmentally friendly way.



For the September issue, PrintCity Alliance members and project partners designed and produced a cover that impressively demonstrates exactly these aspects.

The front cover was printed using LED offset printing with our new UVALUX LED U540 ink series. The ink series scores with good colour strength, consistency, rub resistance, excellent print stability and the additional advantages of LED technology.

The cover was printed at Holzer Druck + Medien in Weiler (Allgäu) on a six-colour KBA Rapida 106-6+L press.



ZELLER+GMELIN



Production and print approval at the Holzer print shop

More information can be found on PrintCity's website at
<https://www.printcity.de/de/cover-creativ-verpacken.html>

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EXPERTLY DONE.

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