

PRESS RELEASE

## **Wipf AG invests in a further digital press**

**Volketswil, 8 April 2014: As the first of 4 beta users world-wide, Wipf AG is investing in an additional digital press. The performance of the HP Indigo 20000 and the consistently good results are impressive. The beta system was installed in early March 2014.**

As a web-fed press designed primarily to handle flexible packaging materials, the HP Indigo 20000 accommodates rolls with a width of 76.2 cm (30 inches) and a repeat length of up to 1.1 m (44 inches). With this width, it thus covers virtually all formats and materials used for flexible packaging films and pouches. The printing technology of the HP Indigo delivers very good rotogravure quality with up to 7 colours and meets all requirements.

Digital printing offers numerous advantages for successfully implementing customer projects. The print data is transferred directly to the press and requires no plates. Therefore, the production process is very fast and flexible, and the consistently high quality is one of the key benefits of this printing method. Additionally, we use the Esko Webcenter to handle the "OK to print" process online. The Esko WebCenter is a high-performance web-based platform for packaging that handles the entire digital data organization process. Fast and precise display tools are always available, which is another advantage. Because of the intelligent approval and review process, the user-friendly interface, and not least the tools that are perfectly tailored to packaging, WebCenter is the ideal platform for managing and releasing graphics files.

The joint beta phase between HP and Wipf involves testing the press for packaging films and pouches for the flexible packaging industry. The commercial release is scheduled after completion of the beta phase in the course of 2014. The first packaging samples will be exhibited at Interpack in Düsseldorf from 8 to 14 May 2014. A milestone in the 100-year history of the Wipf Group.

### **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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