Siegwerk Accelerates Ink Development with Autura Ink Software
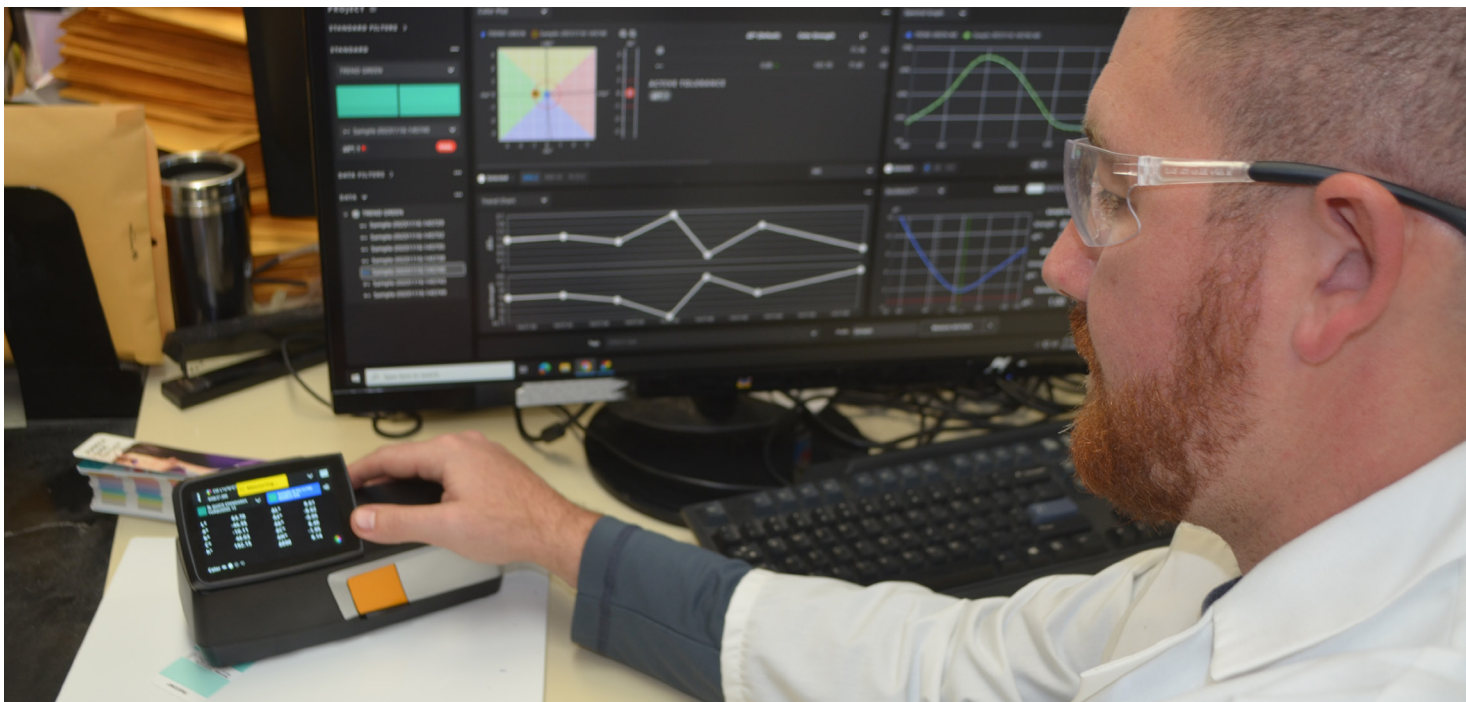

Industry:
Ink & Coating Manufacturer

Location:
30+ Countries around the Globe

Workforce:
Around 5,000 Employees

Facilities:
Primary production in 16 Centers of Excellence
36 Blending Centers
16 Centers of Competence

Founded in the 1820's and headquartered in Siegburg, Germany, Siegwerk is a family-owned company that provides inks and coatings to printers, converters, and brand owners worldwide.

The Siegwerk team understands color is the key to captivating packaging, functional design, and safety and essential for brand identity and equity. This is covered by Siegwerk's global color management program called Colorwerk.

'Autura Ink offers us all the benefits of a cloud-based platform, including enhanced security and speed, plus integrated formulation and QC capabilities with seamless access to PantoneLIVE. But what truly surprised us was the remarkable improvement in speed. The math engine in Autura is a game-changer, reducing color calculations by 50%.

We used to endure the hourglass when formulators chose complex color combinations, but Autura Ink calculates the formula almost instantly. Our operators also love the predicted strength readings during the formulation process. Occasionally, we used to select formulas that were too weak, causing us to re-do formulas. But now we can see the strength beforehand, saving us time and waste by avoiding additional formulations. Autura's speed and usability exceeded our expectations, making it a standout solution for Siegwerk."

Chad Lackey,
Color Applications Engineer

Challenge

Siegwerk was facing several challenges due to the outdated technology of their color management system. Limited compatibility, security issues, and sluggish system performance was affecting their overall productivity.

Solution

As a part of the Colorwerk program, Siegwerk enhanced their ink development and overall color management efficiency by transitioning their American facilities to Autura Ink. This cloud-based solution offers a secure and centralized platform for various ink types, including offset, flexo, gravure, and screen-printing inks. Autura seamlessly integrates formulation and quality control, eliminating the need to switch between applications for formula validation and streamlining data sharing between formulation, quality control, and PantoneLIVE.

By combining Autura Ink with their existing X-Rite solutions, including eXact and eXact 2 portable spectrophotometers and NetProfiler device optimization software to provide a connected color management workflow.

Results

- Ensures security and centralizes color data across Siegwerk locations
- Maximizes operational efficiencies with integrated ink formulation and quality control solution, with access to the latest PantoneLIVE libraries
- Reduces color calculations by 50%
- Minimizes re-dos caused by selecting weak ink formulas with Autura's predicted strength values feature
- Easy to adopt with intuitive interface