

Press release – for immediate publication

WEILBURGER Graphics at virtual.drupa 2021

Gerhardshofen, April 19th 2021 – As part of its long-standing PrintCity activities, WEILBURGER Graphics GmbH, an international manufacturer of coatings, flexo inks and adhesives, based in Gerhardshofen, Franconia, will be exhibiting at virtual.drupa 2021 from April 20th to 23rd.

The focus of PrintCity's presentation at this year's leading trade fair for the graphic industry, which is being held virtually for the first time due to the pandemic, will be on high-quality, environmentally friendly packaging. For this purpose, the alliance has developed the virtual Better Human brand, since the last drupa and equipped it with various packaging samples. All these packaging samples show via several different approaches how even highly refined packaging can be produced sustainably.

The background to this packaging project and the five packaging samples of the Better Human brand concept will be presented by PrintCity members in two drupa web sessions. These will be held in English on 21.04. from 8:40 – 9:40 CET and on 22.04. from 4:40 – 5:40 CET. Follow this link for further information: <http://bit.ly/virtualdrupa>

Rainer Kuhn, Managing Director of the PrintCity on the first virtual trade show: *“The members of the Alliance met for the first time at drupa in 2000 under the slogan “Connection of Competence”. Since then they have developed a close and productive partnership. Last year, their 20th anniversary celebration at drupa 2020 had to be cancelled. We're very pleased drupa is still taking place at least virtually! We hope visitors respond positively to the new online format, and we're optimistic that the web sessions will be well attended.”*

In addition to WEILBURGER Graphics (varnishes, adhesives and water-based flexo inks) other PrintCity members participating in virtual.drupa 2021 are IST Metz (UV curing systems), LEONHARD KURZ (hot stamping, cold and digital transfer applications, holograms) and Metsä Board (premium lightweight folding boxboard, food service paperboard and white kraftliner made from fresh fibre).

Further information: www.weilburger.com, www.drupa.de as well as www.printcity.de

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Press photos:



Caption:

Sustainable high finished folding carton as part of PrintCity's Better Human project.



Caption:

Sustainable high finished mono-material blister as part of PrintCity's Better Human project.



Caption:

Sustainable high finished folding carton as part of PrintCity's Better Human project.



Caption:

Sustainable high finished folding carton as part of PrintCity's Better Human project.



Caption:

Sustainable high finished insert for a folding box as part of PrintCity's Better Human project.

Persons:



Caption: Günter Korbacher –Managing Director of WEILBURGER Graphics GmbH



Caption: Arno Dürr – Sales Director of WEILBURGER Graphics GmbH



Caption: Logo WEILBURGER Graphics GmbH

PrintCity | Alliance Member

Caption: PrintCity | Alliance Member



Caption: Logo ClimatePartner

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On Top.

Weilburger is one of the most important developers and manufacturers of functional coatings and lacquers for industrial and consumer goods plus special coatings for the graphics industry. Weilburger coating solutions create values and convincing product benefits everywhere, worldwide and in all industrial sectors. They preserve and protect, enhance functions and embellish your products. They give your products an unmistakable look and feel. They work on metals, plastics, wood and foil and also on glass, ceramics, paper and cardboard. ► Weilburger functional coatings and lacquers create surfaces which are precisely what people worldwide are looking for.

www.weilburger.com