

# We will soon start ...

To make this call efficient for everybody, you have been **muted**.

Should you have problems hearing us, kindly choose “**use computer for audio**”. Should there still be issues, try **reconnecting** to the webinar.

For questions, please use the **Q&A-function**. Your questions will be answered at the end of the webinar.

This webinar will be **recorded** (Q&A will not be recorded)

*“A journey through the development of water-based digital inkjet”*

Your host



BASF

Your presenters



POLYTEX



ACTEGA



COMEXI

# AGENDA



**Tjalle Hijlkema, BASF Nederland BV**  
Host, Introduction



**Ludo Hof, Polytex BV**  
Where the inkjet journey starts



**André Salié, ACTEGA GmbH**  
Aqueous Inkjet for Flexible Packaging and Labels



**Pedro J. Jimenez, Comexi Group Industries S.A.U.**  
Water base inks, BEST solution for Digital Printers



All

# Packaging world is changing

## Trends for the next ten years\*



### ■ Economic and demographic growth

- ▶ Rise in economic welfare
- ▶ Urbanisation
- ▶ Life expectancy
- ▶ Single-person households



### ■ Sustainability

- ▶ Circular economy principles
- ▶ Brand owners' commitment to "Planet-safe" solutions"
- ▶ Minimising food waste
- ▶ Safety of packed food



### ■ Consumer trends

- ▶ Purchase through internet
- ▶ Convenient and portable packaging
- ▶ Smaller size formats
- ▶ Healthier lifestyles



### ■ Brand owner trends

- ▶ Increased exposure westernised lifestyles for growing economies
- ▶ Protection against counterfeiting
- ▶ Market consolidation
- ▶ Customised or versioned packaging providing a gateway to link into social media

\* <https://www.smithers.com/resources/2019/feb/future-packaging-trends-2018-to-2028>

# CONTACT DETAILS



## **Tjalle Hijlkema**

Commercial Marketing Flexible Packaging  
BASF Nederland BV  
tjalle.hijlkema@basf.com  
+31 6 18752061



## **Ludo Hof**

Sales Director  
Polytex Environmental Inks BV  
ludo.hof@polytex.nl  
+31 6 53969160



## **André Salié,**

Project Development Aqueous Inkjet  
ACTEGA GmbH  
andre.salie@altana.com  
+49 151 153 72 712



## **Pedro J. Jimenez**

Brand Manager & Business Developer BU Flexo  
Comexi Group  
pedro.jimenez@comexi.com  
+ 34 678 163850



We create chemistry