

Worldwide Even More: Continental Offers the Full Spectrum of Printing Technology from a Single...



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Worldwide Even More: Continental Offers the Full Spectrum of Printing Technology from a Single Source

- Global player presents a comprehensive product portfolio for all offset, flexographic and digital printing requirements at the DRUPA trade show
- Eight brands have all the needs of the printing and packaging market covered
- More specific solutions for regional customer needs

Hanover/Düsseldorf, Germany, May 23, 2024. Following the merger with Trelleborg's former printing technology business, Continental will take to the stage at the DRUPA trade show in Düsseldorf as a true global player offering a comprehensive product portfolio for all offset, flexographic and digital printing requirements. The technology company can be found at booth C40 in Hall 4 from May 28 to June 7. There it will be exhibiting its eight brands, whose various technical specialties cover all the market's needs in the printing and packaging business.

A single source for everything – around the globe

The DRUPA show gives us an opportunity to present our new organization to both existing and potential new customers and inform them about the new options on offer,

explains Marco Carlini, Head of Printing and Packaging for the EMEA region (Europe, Middle East and Africa).

We are now able to offer them the full spectrum of printing technology from a single source – and we can do so around the globe, too, thanks to our global footprint with manufacturing sites in Brazil and China.

The company is thus confirming its position as a manufacturer, supplier and service provider for the printing industry with a comprehensive product portfolio.

The increased proximity to customers worldwide does more than just improve local service; Continental also makes use of its vast network to manufacture solutions that are tailored to specific regional requirements. The Chinese plant, for example, develops products for the Asian market, in keeping with the guiding principle of ‘in the market for the market’.

Show visitors will be able to experience the full strength of Continental’s enlarged printing and packaging unit for themselves in a relaxed setting at the company’s 255 square meters DRUPA booth, which is headed by the slogan ‘Experience the world of printing solutions’. And Marco Carlini also gives a glimpse of what the future holds in store: "Our main focus will continue to be the packaging market.

We will carry on and, indeed, step up our global activities in the UV printing market. In addition, we will increasingly invest in coating plates to keep up with the growing global demand." He also says that Continental will offer more add-on solutions for flexographic printing in order to tap into the full potential of sleeves and plates in future.

ContiTech Surface Solutions

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