

ERA Packaging Gravure Award

Kippenheim, 26th November 2015. On behalf of the recent ERA Packaging and Dekorative Conference in Izmir Janoschka has been honored with the ERA Packaging Gravure Award 2015 for a premium tobacco brand packaging.

The ERA Packaging Gravure Award, this year's ceremony took place on November 3rd, is regularly presented for outstanding printing challenges within different categories, e.g. flexible packaging, labels, shrink wrap sleeves etc.

Supplying printing formes and graphic services for this project, Janoschka's entry of JTI's Mevius brand packaging was favored for the cartonboard class. The JTI brand Mevius, previously called Mild Seven, is the most popular brand in Japan and the number one brand in Asia.

<http://www.jti.com/brands/global-flagship-brands/>

Printed samples were judged by a jury of print experts according to various aspects of product quality, e.g. register tone (density, gradation and colour balance), detail, evenness of print (missing dots, moiré etc.), job complexity, and absence of printing faults (such as scumming, doctor-blade lines etc.).

"Being involved in developing a new package is always exciting. Janoschka covers and accompanies the customer over the whole process from design to print consulting. It is this close collaboration with the client and also with other partners of the supply chain which ensures the expectations of the brand owner and the success of each process", says Sven Reichwein, Global Account Manager for Japan Tobacco International.

About Janoschka

Janoschka, headquartered in Kippenheim, Germany, has significant expertise in the prepress area and, with more than 1,400 employees plus an annual turnover of 120 million euros, is among the global market leaders in its sector. Specializing in the packaging, tobacco, security and decor market, renowned global printing companies and international brand owners count among Janoschka's client base. As a full service prepress provider Janoschka has a comprehensive product range and, based on a wide-ranging technical know-how and long-standing experience, offers printing tools for gravure and flexo printing, embossing rollers, artwork & reproduction, colour management, cylinder bases and much more besides. The company which was formed in 1976, and continues to be family-run, is represented globally through 25 subsidiaries in fourteen countries across Europe, Asia and South and Central America.
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