

Brand Consistency and the Importance of Colour

Kippenheim, 11 October 2016. The first Janoschka Innovation Day in Asia was successfully held on 23rd September 2016 at Asia-Pacific Engravers, the Malaysian Janoschka subsidiary in Kuala Lumpur. Featuring “brand consistency and the importance of colour” the Janoschka Innovation Day spotlighted the significance of print color management in packaging printing.

As a leading prepress supplier with 40 years of experience Janoschka has deep skills in packaging development and printing and frequently attends relevant topics to its customers and business partners. Brand consistency, and especially in terms of printed packaging and market perception at the POS, has always been one among the key issues for brand owners and its supply chain.

The Janoschka Innovation Day featuring “brand consistency and the importance of colour” offered to brand owners and converters from the South East Asian region the interchange with international experts giving insights about print color management and its implementation throughout the graphic supply chain.

Starting in 2012, the Janoschka Innovation Day programme has successfully been dedicated to different products and business units offering a think-tank platform to clients and partners of the supply chain.



Organizer Janoschka and external speakers at the Innovation Day in Malaysia.

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About Janoschka

Janoschka, headquartered in Kippenheim, Germany, has significant expertise in the prepress area and, with more than 1,200 employees plus an annual turnover of 100 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 24 subsidiaries in fourteen countries across Europe, Asia and South and Central America.

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