

# Tower Products Europe

## Introduction

- Tower Products Europe – known as TPE – is an independent, privately-owned manufacturer of high-performance and environmentally pressroom chemistry that is produced in The Netherlands and distributed in the EMEA market from Mijdrecht (near Amsterdam), The Netherlands.

## What we do

- TPE produces fountain solutions, washes and cleaners, lubricants and conditioners for prepress and pressroom.
- Products are marketed directly to printers and through a comprehensive network of carefully selected, exclusive dealers. Target markets are sheetfed, heatset, coldset and narrow-web presses and washes/cleaners for flexo printing.
- TPE provides in-house R&D expertise to fine-tune its products for specific customer-requirements and specific press brands. It offers a complete package with inks, blankets and plates.

## What we offer

- Reduced flexibility of the major chemical producers is a major reason why TPE has introduced the proven Tower product formulation to the EMEA market. Large customers demand direct contact with the manufacturer, as provided by TPE.
- Tower pressroom chemistry provides increased productivity and profitability of the print process and can be adjusted to specific press brands and production needs.
- Printers in the commodity/low margin market often produce 24/7, making the press-performance and the reduction of failure costs/change over times more important.

## Our mission

- To grow our business profitably through Tower proven formulation that will become the supplier of choice for press-manufacturers in the EMEA market.

## How we are set up

- TPE is a joint venture between long-established companies Tower Products Inc., based in the USA, and Wifac bv, based in The Netherlands. Tower Inc. provides the chemical formulation and expertise, Wifac provides the market knowledge, the sales network and the distribution capabilities within EMEA.
- TPE's experienced team is led by Managing Director Ivan Kraaijenvanger.
- The company sells directly to printers and continues to develop a network of carefully selected, exclusive dealers.

## Our products

- The TPE products are recommended by printer manufacturers within the framework of their 'Preferred Partners' programme.
- TPE markets environmentally fountain solutions that help to reduce or eliminate the use of alcohol in the printing process. This is not only safer for operators, but print machines benefit from longer consumable life of dampening rollers and blankets, and this helps achieve greater profitability.
- Several products have been approved by press manufacturers and are Fogra-certified.
- In every printing segment a Fogra-approved solution will be available. Several products have an ISEGA certificate.