



# ELECTRONICALLY SECURE PACKAGE SOLUTIONS BASED ON PRINTED ELECTRONICS

Saralon is a market leader in the field of printed electronics and specialised inks for the packaging industry. The company is developing revolutionary technologies that are transforming the industry and its options for high quality, cost-sensitive packaging. Philip Yorke talked to Steve Paschky, the company's CMO, about the innovative products it plans to showcase at the forthcoming Pharmapack trade show in Paris in 2017.

**S**aralon is a privately owned company that was founded in 2015 as a spin-off from the Institute of Print and Media Technology, at the University of Technology in Chemnitz, Germany. The team at Saralon has accumulated unrivalled expertise and in-depth knowledge of printed electronics. The company not only offers specialist expertise in the development and manufacture of advanced printing inks, but also in circuit design, package design, package production and printing.

## Super-functional inks

Saralon has developed a set of various functional ink (Saral Inks®) to print electronic applications comprising of printed batteries, sensors and displays for Smart Packages. This technology can be applied to cartons, plastic boxes or glass bottles.

The company has also developed several approaches for Anti-Counterfeiting in packages branded as SaralSecurity®, which includes a printed antenna or battery as well as printed circuit, sensor and electrochromic display. With these approaches end consumer can easily check the authentication of package and its content.

With its solutions for tamper evidence closures Saralon is providing effective and cost efficient approaches for packaging industry to be used for pharmaceutical package or premium and luxury goods packs.

## Simplifying packaging electronics

Saralon GmbH told Packaging Europe that it is fully committed to producing electronics in a simple and cost-effective way. Therefore it has developed various innovative inks (Saral Inks®) in order to produce different electronic devices via conventional printing machines. By using these special Saral Inks®, a packaging manufacturer can print various disposable electronics themselves and integrate them into different packages by using their existing production lines.

Paschky said, "We target two key audiences and these are brand owners and packaging companies. We look at what they require and then develop the best solutions for them prior to committing the products to high volume production. We have developed some unique solutions for the anti-counterfeiting market too, as well as for the pharma and automotive industries.

"We are selected for Start-up Hub at the forthcoming Pharmapack trade fair in Paris in 2017, where we will be showcasing our latest innovative technologies based on our developed functional inks. These will include ground-breaking innovations for anti-counterfeiting working with fully printed electronic applications. Today it is easy to make things expensive and complicated, but we at Saralon make things simple and cost-effective. Our technologies have been developed to fulfil the requirements of our clients and the most cost-sensitive packaging industries." □

*For further details of Saralon's ground-breaking products and services, visit: [www.saralon.com](http://www.saralon.com)*

