



# SHINING A LIGHT 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 'all4pack' Trade Show in Paris.

**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 range of super-functional inks for printed batteries and for printed electro-luminescent display packaging that is capable of emitting light. This technology can be applied to cartons, plastic boxes or glass bottles.

The company has also developed a functional label known as Saralillu V1, that includes five luminescent displays, which are designed to switch on, one after the other. These advanced displays are powered by a podium, which includes an inverter, a circuit and a battery. Once the bottle is removed from the podium, the light switches off. The luminescent display can be printed on plastic or on paper.

The company's 'SaralLight Box V12' is an attractive light-emitting box designed for premium products. The LEDs are powered by a thin printed battery and they switch on when a person touches the printed 'moisture sensors'.

## 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 premium brand owners and packaging companies. We look at what they require and then develop the best solutions for them prior 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 have a booth at the forthcoming, 'all4pack' Trade Fair in Paris where we will be showcasing our latest innovative technologies. It is possible to locate us at Hall 7, Booth D150. 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 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)*