

Press release / Interview

Why LEIBINGER CIJ printing solutions are the perfect fit for Asian markets

Tuttlingen (Germany), April 2025 – LEIBINGER is already a firm favourite for many Asian companies, and aims to invest further in the region. But what is it about the Asian region and its approach to business that makes LEIBINGER such a good fit? We sat down with Bruce Wong, LEIBINGER's International Area Manager APAC and Malik Adtani, Area Manager South Asia to find out.

What are the key characteristics of the Asian market that align with LEIBINGER's product strengths?

Bruce Wong (International Area Manager, APAC): Asian markets may differ significantly, but there are some consistent trends – efficiency, reliability, and long-term value. Our customers are smart people: they want high-performing solutions that reduce downtime and optimize operations. LEIBINGER's technology, such as our fully automatic nozzle sealing system, ensures reliable uptime and cost-efficiency, making us an ideal choice.

Malik Adtani (Area Manager, South Asia): Absolutely. Any disruption leads to significant losses. Our printers eliminate start-up cleaning routines and minimize unplanned downtime, giving our customers a real advantage. This is particularly critical given the rapid growth in key industries, such as packaging. *(Additional note: the global packaging materials market is projected to reach USD 852.4 billion by 2030, with Asia Pacific leading the way – Innova Market Insights).*

How important is productivity to Asian customers?

Bruce Wong: Productivity is non-negotiable. Many production lines in Asia run 24/7, so our technology must match that demand. The automatic nozzle sealing technology in particular is a game-changer—it prevents nozzle clogging, allowing instant start-up. For example, a food ingredient manufacturer in Indonesia recently told us how our printer eliminated daily cleaning routines and they maintained uninterrupted operation for over a month!

Malik Adtani: That's a great example! Many of our customers see an immediate improvement in throughput and a reduction in unnecessary interventions, which translates directly to cost savings. I'd say that businesses need reliable, high-performance equipment more than ever.

How does LEIBINGER help customers lower their total cost of ownership?

Malik Adtani: The Asian customers I meet are really cost-sensitive. But it's more subtle than you think. They don't just look at the upfront price—they evaluate the entire lifetime cost of the machine. LEIBINGER's advantage is in reducing ongoing expenses through longer maintenance intervals, lower repair costs, and reduced ink and solvent consumption. People care about things like that.

Bruce Wong: That last point is crucial, especially in Asia's hot climates, where solvent consumption can be a major cost. Our printers use significantly less solvent, even during breaks in production, helping customers save money over time.

How do LEIBINGER printers perform in extreme conditions?

Bruce Wong: We get all kinds of conditions here in Asia – we get high humidity, heat, dust, we get power fluctuations. LEIBINGER printers are designed to withstand these conditions, with options like IP65/IP66 protection and, as I mentioned earlier, the nozzle sealing technology that enables immediate restart of printing after a power outage. All of this means customers get long-term reliability in even the harshest settings.

Malik Adtani: That's why so many customers trust our technology. Whether it's a dusty factory in India or a high-humidity food processing plant in Southeast Asia, our printers keep performing without fail.

How does LEIBINGER support high-speed and high-volume industries?

Bruce Wong: We understand that many industries in Asia require ultra-fast printing without sacrificing quality. Our printers are built for high-speed production lines, with models capable of printing at up to 1,000 meters per minute – the fastest in the market.

How is sustainability influencing customer decisions?

Bruce Wong: Let's be honest. Cost remains the main driver of decisions, but sustainability is gaining importance, especially with evolving regulations in markets like Japan and South Korea. LEIBINGER is ahead of the curve with lower solvent consumption (30%-50% less), reduced energy use, and waste-minimizing designs.

We also prioritize eco-friendly materials in our products. With government policies shifting toward greener practices, our commitment to sustainability helps customers meet regulatory requirements while maintaining efficiency. There's a global shift towards more sustainable packaging materials too,

which aligns with our mission to reduce waste and optimize resource consumption.

(Additional note: 33% of new food & beverage product launches in Asia in 2023-4 claimed to have recyclable packaging)

How does LEIBINGER's service support make a difference in Asia?

Bruce Wong: Asia is incredibly diverse, so a one-size-fits-all approach doesn't work. We invest in strong local distributor partnerships to ensure customers receive tailored support. Our sales and technical training programs equip partners with the expertise to provide exceptional service.

Malik Adtani: Quick service is crucial. Downtime means lost revenue, so we ensure our distributors have local parts stock and well-trained service teams. We also offer remote troubleshooting for immediate support.

How do Asian customers perceive German-made brands?

Malik Adtani: I know that they check every machine when it leaves the factory in Germany and German engineering is already synonymous with quality, and longevity. This is why customers trust us – they know they will get reliability, precision and performance.

What are the main concerns for Asian customers, and how is LEIBINGER positioned to help?

Bruce Wong: Rising costs, supply chain disruptions, and regulatory changes are key challenges. Customers need reliable partners who can offer cost-effective, compliant solutions. Asian customers often prefer us because we give them quality, efficiency, and strong local support.

Malik Adtani: Labor shortages are another growing issue, increasing the demand for automation. Frequent personnel changes are commonplace in many Asian countries too. Our easy-to-use printers require minimal operator training, helping businesses overcome workforce challenges. They spend less time working the machine and more time printing!

What makes LEIBINGER the right choice for Asian customers and partners?

Bruce Wong: We offer a full range of printers to fit different budgets and needs, backed by a strong local distributor network. Our commitment goes beyond just selling machines—we build long-term partnerships to support customers throughout the lifecycle of their equipment.

Malik Adtani: Flexibility, reliability, and top-notch service set us apart. We

listen to our customers and tailor solutions to their needs. That's why LEIBINGER continues to be a trusted partner in Asia's competitive market.




Will we see you at ProPak Asia in June?

Bruce Wong: Of course! We'll be there in Bangkok, but don't forget this isn't just Thailand, it's the main show for packaging and processing tech people from all over Asia. We'll be there at Booth Q74.

Malik Adtani: ProPak Asia is the big one. Come and see us and check out the products for yourself. It will be fun!

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Image captions:

	<p>Bruce Wong, International Area Manager, APAC, LEIBINGER</p> <p>Source: Paul Leibinger GmbH & Co. KG</p>
	<p>Malik Adtani, Area Manager, South Asia, LEIBINGER</p> <p>Source: Paul Leibinger GmbH & Co. KG</p>
	<p>High-speed, high-volume production in the beverage industry: For many Asian manufacturers, 24/7 uptime is essential – that's why productivity and reliability are non-negotiable.</p> <p>Source: Paul Leibinger GmbH & Co. KG</p>

	<p>In high-volume manufacturing, any disruption can lead to significant losses. LEIBINGER printers eliminate start-up cleaning routines and minimize unplanned downtime – helping customers maintain smooth, uninterrupted production around the clock.</p> <p>Source: Paul Leibinger GmbH & Co. KG</p>
	<p>Reliable in real life: A food ingredient manufacturer in Indonesia reported uninterrupted operation for over a month – thanks to LEIBINGER's printers eliminating daily cleaning routines.</p> <p>Source: Paul Leibinger GmbH & Co. KG</p>
	<p>Total Cost of Ownership matters: Cost-sensitive customers in Asia look beyond the purchase price. The LEIBINGER Online TCO Calculator highlights how the printers reduce lifetime costs through fewer repairs, longer maintenance intervals, and lower ink and solvent consumption.</p> <p>Source: Paul Leibinger GmbH & Co. KG</p>
	<p>Reliable even in humid environments: LEIBINGER printers ensure clear, consistent marking – even in wet, high-humidity production areas across Asia, like beverage bottling lines.</p> <p>Source: Paul Leibinger GmbH & Co. KG</p>
	<p>Sustainability on the rise: With evolving regulations in markets like Japan and South Korea, LEIBINGER helps Asian manufacturers reduce their environmental impact – through energy-efficient printers, lower solvent consumption, and eco-friendly design.</p> <p>Source: Paul Leibinger GmbH & Co. KG</p>



Closer to the customer: With strong local partners LEIBINGER is building a robust support infrastructure across Asia – ensuring faster response times and expert service on-site.

Source: Paul Leibinger GmbH & Co. KG



Made in Germany, trusted in Asia: Every LEIBINGER printer is assembled with precision in Tuttlingen, Germany – ensuring the quality, reliability, and performance that customers across Asia rely on.

Source: Paul Leibinger GmbH & Co. KG

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About Paul Leibinger GmbH & Co. KG (LEIBINGER)

LEIBINGER is a global specialist for marking and coding systems with its headquarters in Tuttlingen (Baden-Württemberg), Germany. This third-generation family-run company founded in 1948 employs a payroll staff of around 300 employees. Its primary focus is on the development and production of industrial inkjet printers and inks for use in the marking and coding of products. The solutions created by LEIBINGER are defined by their high quality standards and their innovative technologies. As the inventor of a ground-breaking nozzle sealing technology that makes ink-based marking and coding systems significantly less susceptible to contamination, now with tens of thousands of installations worldwide, LEIBINGER is able to assure higher productivity in the production of food and industrially manufactured products. Through its subsidiaries in the USA and China and its global network of



around 150 distribution partners, LEIBINGER is able to maintain a close relationship with its customers right around the world.