



H.O.Persiehl Company Presentation

- 1. Company**
- 2. Products & Markets**
- 3. Performance & Technology**
- 4. Summary, Contact**



1. Company
2. Products & Markets
3. Performance & Technology
4. Summary, Contact



## A success story right from the start

- Established as a paper shop by Hermann Otto Persiehl in 1849
- Now being run by the sixth generation of the family
- The company history is characterised by steady, healthy growth
- H.O.Persiehl now has three sites that manufacture for national and international clients





1. Specialist in packaging and finishing
2. Unconditional commitment to service
3. Innovator in packaging development and production, 'innovative by tradition'
4. One of the largest and most modern machine outfits in Europe
5. Long-standing partner of leading brand producers

<ul style="list-style-type: none"> <li>• Employees: around 380</li> </ul>	<ul style="list-style-type: none"> <li>• Printing processes: sheet-fed offset, sheet-fed gravure, flexo printing</li> </ul>
<ul style="list-style-type: none"> <li>• 2015 turnover: 90 million euros</li> </ul>	<ul style="list-style-type: none"> <li>• Printing units: 88</li> </ul>
<ul style="list-style-type: none"> <li>• Investments in 2013-15: 25 million euros</li> </ul>	<ul style="list-style-type: none"> <li>• Capacity: &gt; 220 million sheets a year</li> </ul>
<ul style="list-style-type: none"> <li>• Sites: 3 production sites (Germany and Poland), 1 sales office (France)</li> </ul>	<ul style="list-style-type: none"> <li>• Production: 1.7 billion folding boxes and cut-outs 2.5 billion labels 30 million multipacks</li> </ul>
<ul style="list-style-type: none"> <li>• Operational space: 50,000 sq. m in total</li> </ul>	<ul style="list-style-type: none"> <li>• Hot-foil stamping: 60 million sheets a year</li> </ul>



## How we think and act

- Passionate about printing and meticulous attention to detail
- Responsibility, technology and experience – for customised solutions at the highest level of quality
- We identify with our clients' products
- H.O.Persiehl is stable, reliable, creative and innovative





## Business principles and responsibility

- Acting sustainably and responsibly for the employees and the environment
- Qualified employees – training and further education are important to us
- Modern corporate governance – innovative actions based on grounded business principles
- **H.O.Persiehl is 'innovative by tradition'**





## Our aims

- Organic national and international growth
- Qualitative growth by means of an active client-oriented investment policy: H.O.Persiehl invests in its clients, not in the market!
- Expanding its position as one of Europe's leading printers
- We will continue to be the best possible partner for our clients



## Our Centre of Excellence

We generate added value for our clients with the help of:

1. State-of-the-art equipment
2. Rigorous implementation of our quality ethos
3. Absolute customer focus
4. Occupational safety for our employees





## 1. Leaders in Innovation and Technology

- Focus on the manufacture of packaging and labels
- Development of unique ink and coating systems
- Ongoing investment in the machinery
- Combination of sheetfed gravure and sheetfed offset printing
- Sophisticated coating and finishing techniques



## 2. Leaders in Quality

- Unwavering quality based on intensive quality assurance
- Zero-error strategy
- Delivery and schedule punctuality
- Environmentally-compatible production
- Process control and stability
- Named a top supplier by market leaders





### 3. Leaders in Service

- Packaging development & design, mock-up service
- 100% customer orientation
- Active and flexible project management
- Defined contact partners, constant availability, short decision paths
- Highly qualified staff & continuous further training



## 4. Health & Safety

- Protection of staff is our top priority
- Health & safety management certified to BS OHSAS 18001



DIN EN ISO 9001

DIN EN 15593

DIN EN ISO 14001

DIN EN ISO 50001

BS OHSAS 18001

FSC® / PEFC®

## The high art of quality

- Maximum process reliability and uninterrupted traceability of all the production steps
- Thorough checks performed by experienced employees – from the auditing of suppliers to the finished product and its dispatch
- Certification in all the key areas: quality, hygiene, industrial health and safety, environment, energy and sustainable forestry

## Consistent excellence and continuous improvement

Ongoing checks and improvement processes in all areas of work:

- **Cost management**  
Offset and flexo v gravure printing / foil simulation using gravure / ink reduction (CMYK/PMS) / the right job for the right press / seeing things from the client's perspective / excellent ties with the supplier industry
- **Business processes**  
Flexible and fast processes / specialist advice / top universal standards
- **Sustainability**  
Social responsibility / environmental awareness and protection / cost-effectiveness
- **Technology and production processes**  
Expansion investments in the machinery / state-of-the-art technologies / creative product development (surface feel, visual effects, innovative geometries, etc. ) / expertise and further training

## Climate-neutral production

We offer our customers based on our carbon footprint:

- **A clear statement about CO<sub>2</sub> emissions**  
We report our processes in accordance with ISO/TS 14067 and we can determine the CO<sub>2</sub> footprint per site or product. Our customers can also request a climate certificate.
- **Reduction in CO<sub>2</sub> emissions**  
By using energy-efficient technologies, a certified energy management system and pursuing preventive maintenance we are continuously reducing emissions.

- **Compensating CO<sub>2</sub> emissions**  
CO<sub>2</sub> emissions can be offset by supporting selected climate protection projects at the request of our customers.







**Several locations.  
More possibilities.  
More security.**

- **Norderstedt, Hamburg**  
(headquarters)
- **Wanfried, Northern Hesse**  
(since January 2013)
- **Gostyń, Poland**  
(since August 2014)
- **Paris** (sales office)



## Maximum reliability for production and supply

- Three production plants for greater productivity and flexibility
- Contingency: all the products can be manufactured at any plant
- Use of location-specific advantages regarding production and technology
- All our sites have ideal transport connections for shipments by lorry, rail, ship or plane

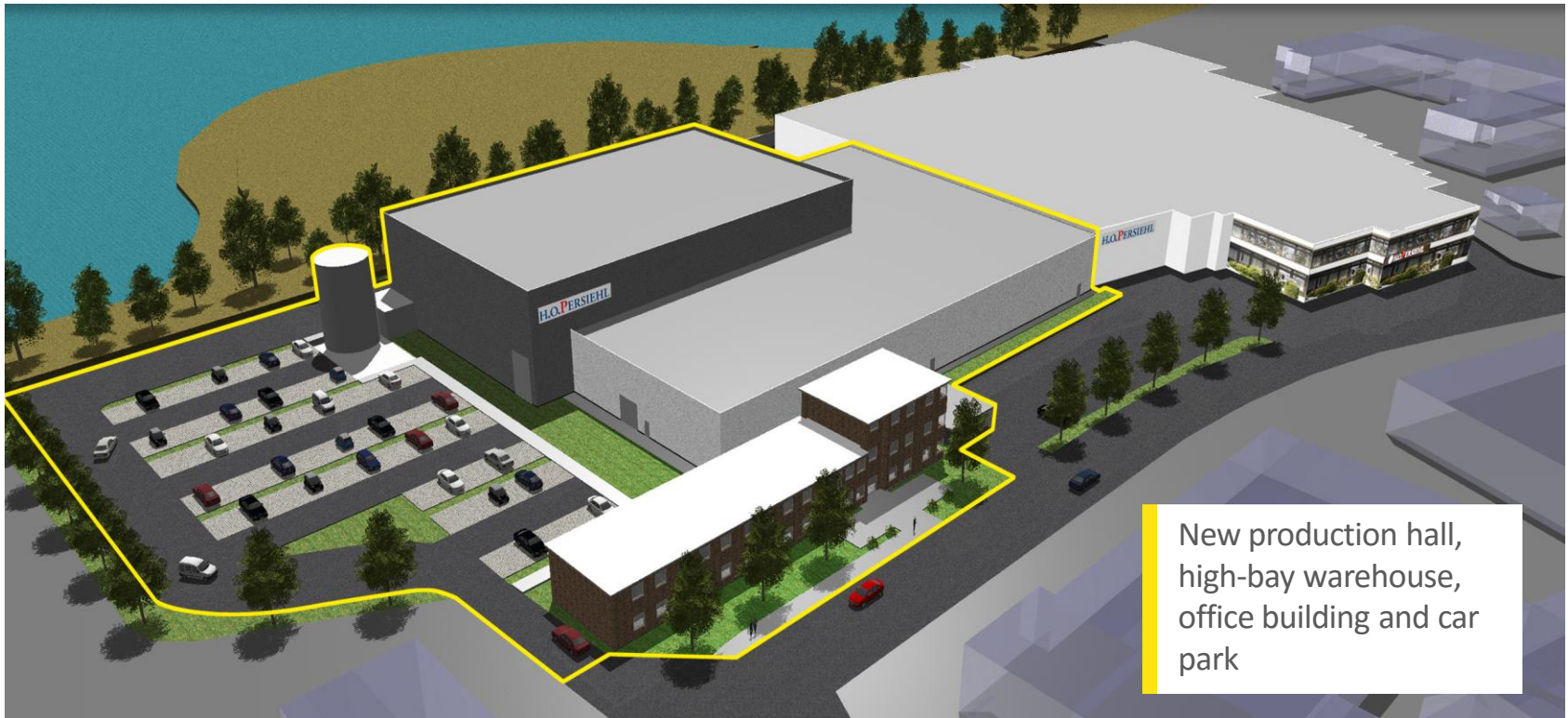


## Norderstedt site (headquarters)

- Very close to Hamburg
- 235 employees
- All production options and also specialisation: large formats, innovations
- Extension 2014: an additional 6,000 sq. m of production space, extension of the high-bay warehouse to a total of 11,000 spaces



## Extension of the Norderstedt site





## Wanfried site

- Northern Hesse
- 130 employees
- All production options and also specialisation: labels, multipacks
- Taken over by H.O.Persiehl Norderstedt in January 2013







## Poland site

- Gostyń, 60 km to the south of Poznan
- Production start: August 2014
- All production options





1. Company
2. Products & Markets
3. Performance & Technology
4. Summary, Contact



### 1. Folding boxes / cut-outs

'Card' material division

- Folding boxes and cut-outs
- Trays
- Blister packaging



### 2. Labels

'Paper' material division

- Labels
- Chocolate wrappings
- Can Labels



### 3. Multipacks

- Various multipack patents
- Manual or mechanical processing
- Machines for hire, incl. support

**Tobacco**

- Alzawrae
- Arnold André
- Dannemann
- Gulbahar
- Imperial Tobacco Group
- Karelia Tobacco
- Philip Morris International
- Weidenhammer

**Food**

- Coppenrath & Wiese
- DE-VAU-GE
- Ferrero
- Nestlé
- Niederegger
- Nordgetreide
- OTG Ostfriesische Teegesellschaft
- Rausch Schokoladen
- Schwartauer Werke
- Storck
- Tchibo

**Healthcare**

- B. Braun Melsungen
- Beiersdorf

**Non-Food**

- 3M
- Beiersdorf
- Bosch
- Osram

**Drinks**

- Astra
- Beck's
- Flensburger
- Fosters
- Jägermeister



Excerpts from our client list:



1. Company
2. Products & Markets
3. Performance & Technology
4. Summary, Contact





## Innovations become packaging

- Creative innovations and innovative optimisations
- 8 packaging engineers and designers
- Complete confidentiality – department is in a separate building
- Cutting-edge technical options, CAD systems
- Excellent ties with the supplier industry





### Performance areas in the innovation centre:

- Packaging development
- Process optimisation in production
- Development of coatings
- Machine development and configuration
- Mock-ups & test series
- Material selection
- Sheet optimisation
- Pallet optimisation



## Lorem ipsum

Rovite siti comminilis iuri con uenonse qua ma descisit uta tend ebitatatem verum bellti umque dolor accaborum re endia nobisciendi dol up tat lam aut ut volo totam repro offic te excea quodis nonum

## Precise preparation for a smooth workflow

- PDF workflow with integrated colour management
- Media Standard Print and Process Standard Offset Print
- Almost 100% proof colour precision
- In-house reprography and plate setter – less coordination work required on the printing machines



## State-of-the-art machines for the very best results

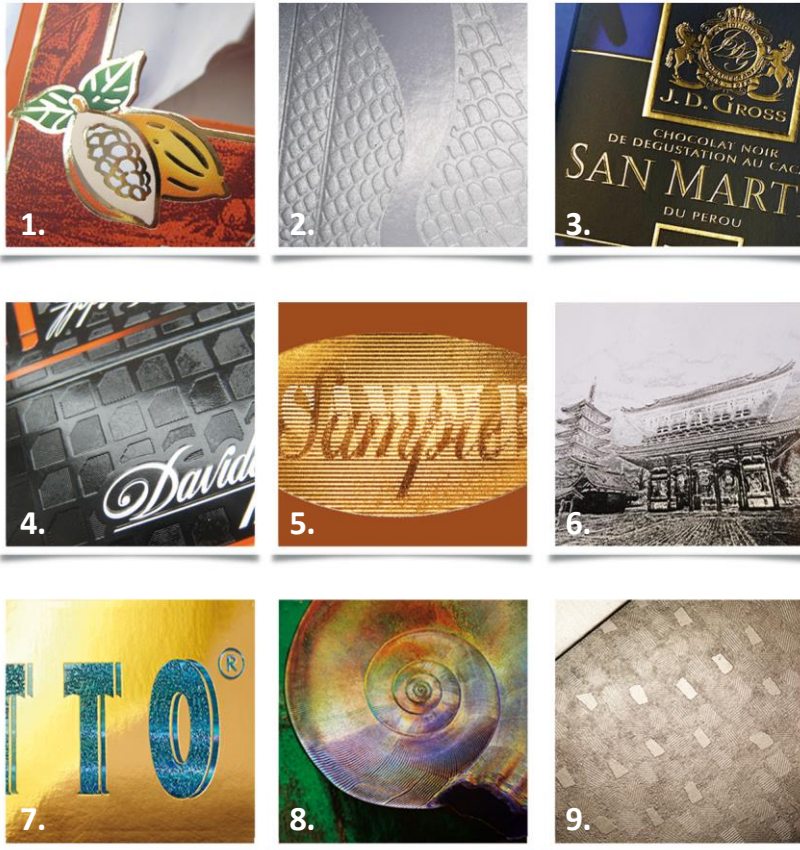
- Ongoing investment in technical equipment
- H.O.Persiehl has one of Europe's most modern machine outfits
- More than 80 printing units for large and medium formats, up to 10 printing units per printing press
- Offset, gravure and flexo printing can be combined





## It's the details that matter

- H.O.Persiehl is a specialist in the field of high-end finishing
- One of the world's major hot-foil processing specialists
- We make coloured, diffraction and hologram foils in accordance with our clients' specifications
- Maximum precision thanks to laser-cut punching tools and creasing plates



## Hot foil stamping techniques:

1. Conventional hot foil stamping
2. Modelled hot foil stamping
3. High / deep foil stamping
4. Micro embossing
5. Lenticular embossing
6. Hot foil stamping in semi-tones
7. Hot foil stamping foil on foil
8. Printed hot foil stamping
9. Hot foil stamping without foil



## Perfection all the way

- Various gluing options, including window gluing
- High-bay warehouse with 11,000 pallet spaces, complies with hygiene requirements for storing tobacco and food packaging
- Delivery and dispatch throughout Germany, Europe and the world
- A thorough understanding of international customs regulations



	Printing presses	Manufacturer	Printing units	Coating units
1.	Sheetfed Offset III B	manroland	8	2
2.	Sheetfed Offset III B	manroland	8	2
3.	Sheetfed Offset III B	manroland	8	2
4.	Sheetfed Offset III B	manroland	7	2
5.	Sheetfed Offset III B	manroland	6	2
6.	Sheetfed Offset III B	manroland	6	1
7.	Sheetfed Offset III B	manroland	6	1

	Printing presses	Manufacturer	Printing units	Coating units
8.	Sheetfed Offset III B	manroland	4	1
9.	Sheetfed Offset III B	KBA	8	2
10.	Sheetfed Offset VII	Heidelberg	7	1
11.	Sheetfed Gravure	Moog TBR	3	1

	Further processing	Manufacturer
1.	Punching III B	Bobst 106 PER
2.	Punching III B	Bobst 106 LER
3.	Punching III B	Bobst 106 LER
4.	Punching III B	Bobst 106 LER
5.	Punching III B	Bobst 106 ER
6.	Punching III B	Bobst 104 ER
7.	Punching III B	Bobst 104 ER
8.	Punching III B	Bobst 106 LER

	Further processing	Manufacturer
9.	Punching VI	Bobst 142 CER
10.	Punching VI	Bobst 142 CER
11.	Punching VII	Bobst 162 CER
12.	Punching	Stanztiegel MZE



	Further processing	Manufacturer
1.	Label punching	PMC
2.	Label punching	PMC
3.	Label punching	Busch
4.	Label punching	Blumer

	Further processing	Manufacturer
1.	Foil stamping III B	Steuer FBR 104
2.	Foil stamping III B	Steuer FBR 104
3.	Foil stamping III B	Steuer FBR 104
4.	Foil stamping III B	Steuer FBR 104
5.	Foil stamping III B	Gietz FSA 1060
6.	Foil stamping III B	Bobst Masterf. 110

	Further processing	Manufacturer
1.	Gluing machine	Bobst Masterfold 110
2.	Gluing machine	Jagenberg Diana 90-2
3.	Gluing machine	Jagenberg Diana 105-2
4.	Gluing machine	Jagenberg Diana Pro 114
5.	Gluing machine	Jagenberg Diana Sprint 90-1
6.	Gluing machine	Heiber + Schröder WPS 1100-2 s/n

	Further processing	Manufacturer
1.	Cutting machine	Schneider
2.	Cutting machine	Polar Mohr
3.	Cutting machine	Polar Mohr
4.	Cutting machine	Polar Mohr
5.	Cutting machine	Polar Mohr

Innovation centre and pre-press equipment	
1.	Flatbed plotter Lasercomb HSP 2113 NC 55
2.	Flatbed plotter Zünd M800
3.	Plotter HP Design Jet Z6100
4.	CTP platesetter Lüscher Xpose 260 UV (incl. Fully automatic loader system)
5.	Esko Artwork Nexus PDF-Rip
6.	Esko Automation Engine
7.	CSci – d'accord Pro
8.	Printer Epson Stylus Pro 9600
9.	2 Proof devices Epson Stylus 7900 Spectro Proofer with GMG Color Proof 05 (Fogra certified)



1. Company
2. Products & Markets
3. Performance & Technology
4. Summary, Contact

## Creative consulting, innovative development and reliable realisation at the highest standard of quality

- **Origins**

Healthy owner-operated business in the sixth generation of the same family

- **Expertise**

A wealth of experience, passion and commitment to top quality, a leading innovator

- **Service**

100% customer orientation

- **Technology**

One of the largest and most modern machine outfits in Europe

- **Reliability**

3 sites for top production reliability (contingency)

- **References**

Quality and service accolades from renowned national and international clients



- **Philipp Persiehl**  
Owner  
Phone: +49 (0)40 / 521 701-66  
Email:  
philipp.persiehl@persiehl.de



- **Moritz Persiehl**  
Owner  
Phone: +49 (0)40 / 521 701-24  
Email:  
moritz.persiehl@persiehl.de



- **Anja Keil-Wulf**  
EA to the CEO  
Phone: +49 (0)40 / 521 701-11  
Email:  
anja.keil-wulf@persiehl.de



- **Maerten Jacobsen**  
GM, consumer goods  
Phone: +49 (0)40 / 521 701-21  
Email:  
maerten.jacobsen@persiehl.de



- **Söhnke Müller**  
Quality management  
Phone: +49 (0)40 / 521 701-42  
Email:  
soehnke.mueller@persiehl.de



• **H.O.Persiehl (GmbH & Co.) KG**

Schützenwall 19-29  
22844 Norderstedt  
Germany

Phone: +49 (0)40 / 521 701-0  
Fax +49 (0)40 / 521 701-36  
Email info@persiehl.de

• **H.O.Persiehl Wanfried GmbH & Co. KG**

Vor dem Untertor  
37281 Wanfried  
Germany

Phone: +49 (0)56 55 / 987-0  
Fax +49 (0)56 55 / 987-305  
Email: info@persiehl-wanfried.de

• **H.O.Persiehl Polska Sp. z o.o.**

63-800 Gostyń  
Czachorowo 54  
Polen

Michał Grabias (polish, english)  
Phone: +48 / 65 575 81 00  
Email: [michal.grabias@persiehlpolska.pl](mailto:michal.grabias@persiehlpolska.pl)

Christian Stöver (german, english)  
Phone: +49 (0)40 / 521 701-899  
Email: [christian.stoever@persiehl.de](mailto:christian.stoever@persiehl.de)