



High Q Packaging

Edelmann

Edelmann Group becomes a leading manufacturer of leaflets

Heidenheim, 20 December 2010. The Edelmann Group, based in Heidenheim, Germany is to take over a majority share in printing company Lindauer Druckerei Eschbaumer GmbH, Germany on 1 January 2011. The leading manufacturer of high-quality folding carton solutions will thus expand its market-defining role in system selling and in the leaflets business in Europe.

The Lindauer Druckerei Eschbaumer will strengthen the Edelmann Group in the area of leaflets and marketing materials. With the new production site, the Wepack factory in Leverkusen (Germany) and Edelmann Poland, the volume of the Edelmann range of leaflets will rise to 22 million euros. The Edelmann Group's overall turnover is expected to stand at around 190 million euros for 2010.

The Lindauer Druckerei is very well placed in the “safety-related” printed items segment. It is especially well established in the pharmaceutical leaflets and outserts segment, where the company’s figures have improved year after year. Thanks to a series of special machines, demanding, high-quality inserts and booklets are possible as are specialist solutions.

For Edelmann just as for Lindauer Druckerei, the new involvement is a consistent step. The increasing internationalisation and consolidation of global players in the pharmaceutical and cosmetics markets and the OTC sector are leading to changing or entirely new packaging requirements. Alongside classic leaflets or outserts, in the

future special formats and productivity-boosting special solutions will be required more and more.

Due to the international presence of the customers, a regionally-based, multi-location strategy is also becoming increasingly important for suppliers. In its new constellation comprising several different locations, the Edelman Group can now offer comparatively high security of supply for leaflets at its High-Q packaging level. It can therefore serve the growing demand to be able to act as a system supplier providing folding cartons, leaflets and labels from a single source.

About the Edelman Group

The family-owned Edelman Group is a leading producer of premium and pharmaceutical innovative packaging solutions for folding cartons based in Heidenheim, Germany. At ten locations in Germany (Carl Edelman, Braun Pharmadruck, Artur Theis, Wesche Pharmaverpackung and Wepack Druck und Papierverarbeitung), Poland (Edelman Poland), France (Edelman France – La Spic), Mexico (Edelman Packaging Mexico) and China (Edelman Beijing Pharmaceutical Packaging & Printing), the company develops and produces folding cartons, system solutions and leaflets for the healthcare and beauty market. In 2009, 1,532 employees generated a turnover of 180 million euros. The Edelman Group achieved over 40 per cent of turnover at its international locations. The company produced 3.6 billion folding cartons and leaflets worldwide.



Caption:

The family-owned Edelman Group, based in Heidenheim, Germany is to take over a majority share in printing company Lindauer Druckerei Eschbaumer GmbH (Germany) on 1 January 2011. The leading manufacturer of high-quality folding carton solutions will thus expand its market-defining role in system selling and in the leaflets business in Europe. The Lindauer Druckerei Eschbaumer will strengthen the Edelman Group in the area of leaflets and marketing materials. With the new site, the Wepack factory in Leverkusen (Germany), and Edelman Poland, the volume of the Edelman range of leaflets will rise to 22 million euros.

Text and photo available for download at: www.faktum-redaktion.de

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