



High Q Packaging

Edelmann

Press Release

Edelmann grows with Leaflets

Heidenheim, 30 June 2011. The Edelmann Group is expanding its capacity for the production of leaflets. Extensive investment in the latest folding machines for the production of complex leaflets at the three leaflet locations in Germany and Poland are not just a reaction to the new legal conditions. “We see them as an important step on the road to becoming one of Europe’s top 5 system suppliers for packaging solutions”, says Dierk Schröder, spokesman for the Edelmann Group’s Executive Board.

With the new production lines for the German plants in Leverkusen, Lindau and Edelmann Poland, the annual production capacity for outserts and inserts in the Edelmann Group has increased to around 1.5 billion. The Group is thus one of Germany’s leading producers of leaflets.

Edelmann’s Managing Director Dierk Schröder sees long-term effects from the expansion of folding technology. “We can offer an enhanced range of leaflet solutions for our customers. This makes us an important implementation partner for leaflets for our customers in the health care and beauty care sector.”

The latest EU guidelines on better readability for leaflets have made the production of pharmaceutical leaflets in particular more complex. The implementation of the so-called “Readability Guideline” means 30 percent more space is required for text. This results in leaflet formats growing in size, meaning that they can no longer be made using conventional processes and folding patterns. “Solution providers are required that offer completely new approaches for outserts and inserts in the system with folding cartons”, says Schröder.

Text and image can be downloaded at: www.faktum-redaktion.de

About the Edelman Group

The Edelman Group is a leading producer of high-quality and innovative folding carton packaging solutions. The family-owned company develops and produces folding cartons, leaflets and system solutions for the health care and beauty care markets at twelve sites in Germany (Carl Edelman, Artur Theis, Braun Pharmadruck, Lindauer Druckerei Eschbaumer, Wesche and Wepack), France (Edelman France – La Spic), Poland (Edelman Poland), Hungary (Zalai Nyomda), Mexico (Edelman Mexico) and China (Edelman Beijing). In 2010, its 1,500 employees generated revenue of 188 million euros. Of this, more than 40 percent was accounted for by the Group's international sites. Worldwide the company produced 4.2 billion items of folding cartons and leaflets.

Captions:



By upgrading its leaflet locations, the Edelman Group has increased its annual leaflet production capacity to some 1.5 billion. The Group is thus one of Germany's leading producers of leaflets.

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