

CCL Design Stuttgart AG is growing

Brunnhöfer GmbH becomes CCL Design Stuttgart AG – Nuremberg Plant



Ehningen location

In 2017, CCL Design is still expanding. On August 8, Fritz Brunnhöfer GmbH in Nuremberg merged with the headquarters of CCL Design Stuttgart AG in Ehningen, Germany.

More technology

Overall responsibility for both sites lies with board members Uwe Dessecker and Ralph Siegmund, who have been with the company in Ehningen for decades. With the new plant in Nuremberg, CCL Design Stuttgart AG can now offer a wider range of functional labels. The Nuremberg site's great strengths are in rear-pressure signs, high-performance, front and keyboard films, which in some sub-sectors have sensitive aviation approval. Even lettering and logos for large equipment, construction machines, or small, complex customer requests can be reliably handled in Nuremberg with good value for the money.

More capabilities

The advantages of another production site in Germany are obvious: It can cooperate with customers to develop custom solutions, implement them quickly, and supervise their quality. Films made of PVC, polyester, polypropylene and polycarbonate, sheet goods made of PVC and polystyrene, and transfer adhesives are among the products in stock and delivered in the shortest possible time. The Nuremberg site also handles thermo-transfer or laser printed marking just as flawlessly as sequential numbering and barcode markings.



Nuremberg plant

More expertise

For over 65 years, the Nuremberg plant has specialized in manufacturing premium adhesive files for silk screening. The products are used in the aircraft, electrical and automotive industries and for advertising purposes, among other applications. The Fritz Brunnhöfer company was founded in 1949 and currently employs more than 60 people. Since 1996, it has had a reliable quality management system per ISO 9001 and an environmental management system compliant with EMAS and ISO 14001. Thanks to the merger with CCL Design Stuttgart AG, the employees can now communicate on materials technology among themselves and with suppliers and customers to generate synergies and greater customer satisfaction. ■



Uwe Dessecker

Ralph Siegmund

Dear customers and partners,

2017 has been another lively year at our company. CCL Design Stuttgart AG has grown even more with the acquisition of Fritz Brunnhöfer GmbH and will be able

to offer an even broader portfolio of functional labels. The range of offerings at Fritz Brunnhöfer GmbH at its Nuremberg headquarters will remain. However, lively exchange of information and the resulting synergies will give rise to further innovation there.

We are especially pleased that SICK AG has chosen us as one of five winners of the Supplier of the Year award from a field of 354 strategic suppliers. This provides special motivation as we strive to continue offering the best quality and customer service. Internally, this is also reflected in our 2017 quality offensive, in which all employees undergo training, so that our processes and products stay at a continuously high level.

This year also seems to have been a year of audits. In addition to DEKRA, which performed our QM certification, renowned client companies were on our premises to view the precision and safety of our processes with their own eyes. At the group level, our parent company also put our safety under the microscope. Moreover, Ralph Siegmund, our chief financial officer, led a successful week-long audit of our finances. We met the requirements in all domains, and only slight optimization changes were needed.

We are happy to have done so well in all the audits, and we are available to field our customers' questions and concerns at any time.



Stefan Träger

Stefan Träger, COO/authorized officer is among the CCL Design Stuttgart AG board members responsible for the Nuremberg plant. At age 43, he has been at the company for 13 years, and has led the company on site for almost two years.

ACctueL: Over the past two years, with the sale of Brunnhöfer GmbH to CCL, and the departure of the family owners, a lot has changed. What are the crucial changes?

The philosophy of today's management differs fundamentally from the previous orientation and is completely focused on the future. This is changing all aspects of the company. Autonomous work is expected much more than before, and within the group, a lot of flexibility and willingness to change is required.

ACctueL: How have your responsibilities expanded?

When it comes to daily work, with the departure of the family owners, a lot has changed, above all in the organizational direction. With my leadership position at the Nuremberg plant, now almost all decisions are within my range of responsibilities, and any extensive adjustments are coordinated with the board members. With the necessary changes, a great deal is shifting and reorganizing. This turns out to be a lot of fun for my team and me.

ACctueL: How do you envision the future development?

Very positively! At the Nuremberg plant, we still have a lot of potential, plus great customers, innovative products and, thanks to CCL Design, a lot of new coworkers. The intended synergies in the collaboration with other CCL plants within the group will also be very important. We will continue to grow, which will allow us to offer better and better service to our customers.

"We can advise customers even better"

Expertise and a lot of team spirit: Participants in the 3M "Marking Systems" basic training brought a lot home with them. For two days, employees of the internal and external sales departments of CCL's Stuttgart, Nuremberg and Solingen sites had continuing education in Neuss. At their first event, two items were big on the agenda: technical knowledge and team building.

In theory, practice, and in the laboratory, they were involved in intensive testing and dis-

specifications, approvals and more. Antonia Dessecker, head of customer service at the CCL Ehningen site, sees a lot of value in this. "We can advise our customers even better" Above all, the laboratory tests taught us a lot about the use and handling of the material.

Exchanging experience within the network

Assisted by targeted team training, the employees of various CCL sites grew into one big unit. And the fire spread fast. The colleagues built a network inspired by the variety of products and expertise within the CCL group to pursue possible mutual projects. Antonia Dessecker: "The training far exceeded our expectations. More sessions are already being planned." ■

3M training offers double the value

cussion. 3M experts explained adhesive technology, labeling films, printing and marking processes, testing methods,



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SICK only honors the best

On June 30, 2017, SICK AG bestowed its 2017 supplier award in the "Mechanics" category to CCL Design Stuttgart AG. The award is based on an evaluation of 354 strategic suppliers, and only the five best were awarded for excellent quality and outstanding services. The services were judged on various criteria, most of all quality and delivery reliability. "In the 70-year corporate history of SICK, innovation has been a driving force and a central pillar of value creation," said Dr. Martin Krämer, board member of SICK AG, as the award was presented. "The excellent work of our suppliers is part of SICK's success, and we would like to share it through this award."



140 kids with fire in their belly



Originally, the youth soccer camp arose in 1997 as an idea within the small training group of the TSV Ehningen soccer department. Over the past 20 years, it has become a big hit in the Ehningen summer vacation program.

20th Ehningen CCL Design youth soccer camp with TSV Ehningen

What started with 30 participants is now one of the giants of the city of Ehningen's vacation program, with 140 children, 26 counselors, 22 trainers and a lot of other people assisting in the background. For two days, the young

people had a chance to playfully test their soccer skills under expert guidance. Even the red-and-white bus carrying Fritzele, the VfB soccer association mascot, visited the camp, to the great delight of the children.

Right from the beginning, CCL Design Stuttgart AG has been the namesake and main sponsor. Until 2016, it operated under the name Wölco, and along with other Ehningen companies, it crucially contributed to the program's success. This year too, the children's faces were radiant when at the end of the two days of sport they took home a new training kit with a shirt, shorts, socks, a training ball, water bottle and cap. ■

New production system for blank labels

The modular production system has a large roll unwinder with an integrated rotary die cutter and special registration controls for creating blank labels. The integrated camera system checks for defective labels and, combined with automatic length correction, improves the quality of the label products. All in all, this system promises to optimize the cost of large runs and to shorten delivery times. ■



Customer service and new management



Antonia Dessecker started her tenure at the company on October 1, 2014, in the Business Development department of what was then still Wölco AG. When CCL took over, the Business Development department was reorganized, and she moved to the Sales Support department. On July 1, 2017, it took over management of Customer Service. Here she is currently working on adapting the internal structures to the new environment.

Quality in Focus



Quality is our strongest selling point for our products and customers. For this reason, this year we launched the 2017 quality offensive, with hundreds of hours of training for employees and managers. A targeted action program – supported by all departments and managers alike – is for helping us achieve newly set goals and positive results. The employees will be verifiably trained in their quality-related activities and responsibilities. This also includes proper order at the workplace, to prevent errors and promote efficient, effective work. The project also introduces new elements of modern, effective quality assurance.

The pillars of the company

At the end of the year, the customer-specific quality goals will be the benchmark for the success of the project, which may continue to 2018. Very important to implementation of the project are employees who understand the necessity of the project and have the fundamental skills for it. Moreover, they should understand and observe their own responsibilities, work together with enthusiasm, but also allow themselves to be assessed and take regular feedback. When these factors optimally come together, there's no stopping the project's success.



REACH is the European chemical legislation that took effect on July 1, 2007. It is for registering, evaluating, authorizing and restricting chemicals.

In regard to REACH, CCL Design Stuttgart AG is a downstream user. We do not produce materials or preparations affected by REACH, nor do we import any. According to the REACH regulation (Article 3), all items we deliver are classified as products and are therefore not subject to obligatory registration. For this reason, we also do not have to issue any safety datasheets.

We are aware of our responsibility within the supply chain and adhere to all REACH guidelines.

Place Labels start out clean!

Since 1976, BSH Hausgeräte GmbH in Dillingen, Germany, has been making ultra-modern dishwashers. Their site is one of the world's most modern. Currently, 2,400 employees produce about 13,000 dishwashers a day there. Since midyear, the CCL Place Label has been used on the internal KLT containers. We spoke with Christoph Kraus, Supply Chain Engineering, about the initial experiences.

ACCTuel: *Christoph, why did you start equipping your KLT containers with place labels?*

Christoph Kraus, BSH Dillingen: In the past, we'd had problems with containers having multiple stickers. This led to confusion. Another problem was that the containers got messy from the remains of all those stickers. We looked for a solution to this.

ACCTuel: *Were there problems during the changeover?*

Christoph Kraus, BSH Dillingen: We're currently still equipping our containers with the place label, and so far no problems. It's relatively easy to integrate place labeling the containers into the existing process.

ACCTuel: *Can you name some advantages?*

Christoph Kraus, BSH Dillingen: The place label can be easily attached to almost any container. The label provides a defined place where the sticker should be adhered, and the stickers can then be removed from the container easily with no residue left behind.

ACCTuel: *What challenges were there during the changeover?*

Christoph Kraus, BSH Dillingen: The biggest challenge was, and is, equipping all of the nearly 60,000 containers with the place label. We're still going to need some time for that.

The bottom line: The place label is a simple, effective way to have clean, orderly transport containers in circulation and to visibly demonstrate a high quality standard.



Explanatory video



KLT soiled with sticker residue



KLT marking with place label for efficient product and logistics management

Reliable protection for the most exacting standards

High-performance 9020 1000 protective film has been developed specifically for extreme automotive requirements, to keep the markings looking great for a long time. The film is especially good for long-term protection against chemical and mechanical stresses (such as stone chipping) and environmental effects.

The PU film is a high-performance protective film that can be used in many outdoor applications. Special characteristics of the film include its material thickness and transparency. It is resistant to scratching and high temperatures and offers outstanding protection against stone impact, splintering, and chipping in cold weather. It also adapts well to complex shapes, corners and edges. The special adhesive reliably holds under severe environmental stresses, such as temperature changes and humidity. Request sample materials. We'll be happy to advise you!

