



Dear customers and partners,

Looking back on 2016, it becomes clear that it has been a year in the more than 50-year long company history of Woelco that set the stage for future-focused change. Progressive globalization, especially in the automobile production industry, requires more significant investments in sales, locations, machines, and structural expansion in the future. Addressing all these requirements, a tremendous opportunity opened up with the Canadian group CCL Industries, the largest manufacturer of labels worldwide, offering an expansion in the area of CCL Design Label Europe. The idea was to integrate our family-owned company in the globally successful group with a similar philosophy. This means: global customer service, a future with sustainable growth and securing the plant location.

I will remain actively involved in CCL as Managing Director European Industrial Automotive Label Business. In this capacity I will ensure that the integration of Woelco AG in the new company will be handled well, swift, and that the different companies of CCL Design Europe will be linked with each other. This will ensure that synergies can be utilized in the best way possible. For the former Woelco employees this means many interesting jobs at the new CCL Design Stuttgart AG under the management of Uwe Dessecker and Ralph Siegmund as managing directors.

Yours,
Dieter Woelfle
Managing Director European
Industrial & Automotive Label Business



Globally linked and optimally positioned moving forward

Woelco AG turns into CCL Design Stuttgart AG

2016 started with big news for Woelco AG: On January 18, the owner of Woelco group, Dieter Woelfle, sold 100% of his shares to CCL Industries Inc. with headquarters in Toronto/Canada, which employs more than 19,000 people at more than 150 locations globally.

Subsequently, Woelco AG was renamed CCL Design Stuttgart AG on June 22, 2016 and the previous company representation with the well-known company logo changed as well. Through the Association with the globally largest manufacturer of labels, CCL Design Stuttgart AG is able to offer their customer base an even broader range of innovative labeling solutions for the automobile sector and for durable industrial products. The parent company CCL Design GmbH consists of various top providers in the European market and is a corporate division of CCL Industries, the global market leader of special products for decoration and the labeling of packag-

ing. Thanks to the extensive product portfolio, the product range increased for the customers and additional expertise combines technological competency and innovation power. The sales network has also been significantly expanded so that we are even closer to core markets than before. With the exception to a broader range of offerings, this future-oriented step changes very little for clients and partners: You will still have the same points of contact as before and you can trust the customary Woelco-quality with top-notch consulting services. ■



Uwe Dessecker, Chairman of CCL Design Stuttgart AG as well as Managing Director for Brunnhofer GmbH in Schwaig close to Nuremberg and Ralph Siegmund, Board Member at CCL Design Stuttgart AG, explains during an interview what happens after the sale of Woelco AG and what will be new in the future.



companies such as Brunnhofer and Worldmark complement each other ideally, have a similar corporate culture and are well distributed in Europe.

News Editor:
Does everything stay the same for your customers or are there significant changes in the product portfolio?

Uwe Dessecker:

The acquisition through CCL will not have any noticeable impact for our customers, in the contrary. The existing solution and service portfolio will not only remain intact but will also be augmented by the new colleagues. It is very important to us that continuity with respect to products, services, and points of contact will be fully ensured and remain intact for our customers.

News Editor:

How do you envision the future development?

Ralph Siegmund:

There will be numerous investments in new technologies, the

expansion of production equipment, and the new construction of the building coming up. At that time, processes will be optimized and the linked network within the CCL group will be kicked off. The merger in 2017 and the subsequent synergies with Brunnhofer GmbH in Schwaig close to Nuremberg means location security for both plants and the continuation of high quality and supplier loyalty.

News Editor:

To what extent will the acquisition impact the staff?

Ralph Siegmund:

Going forward, we will rely even heavier on teamwork with the new colleagues and also with our internal staff. This requires the willingness to embrace change and adaptation to corporate structures. For that reason, we will nurture an intensive exchange of information with the other sites and use this to quickly grow together.

News Editor:

By acquiring Woelco AG, CCL intends to further strengthen its position on the European market and to expand its presence in the industrial highly-durable label sector. Mr. Dessecker, what has changed since the sale?

Uwe Dessecker:

In principle, not much has changed. The CCL philosophy matches our strategy, to grow internationally and to further expand our market position in Germany and Europe. Through the association with CCL we not only expand the customer portfolio with numerous large national and international companies but also dramatically expand the product portfolio. The acquired

A real challenge on dark labels

Highly opaque white for TT printing

Printing opaque white with variable information on dark labels has always been an immense challenge. Most of the durable white strips that are available on the market are never truly 100% white. With the WT7240, a double layer of white has been applied to the color strip, achieving a unique opacity. This makes it possible to print clear type-faces with variable information on dark surfaces or dark labels using a TT printing procedure. ■



WT7240 UL/cUL approved on 3003 1005

The labeling system for exact placement of round labels

Label as a pull-tab aid for self-adhesive grinding discs

A renown manufacturer for self-adhesive grinding discs improves this product with an additional label on the back of the grinding disc.

To allow the user to easily remove the adhesive-protecting backing paper, a super adhesive label is applied to the paper, which is prepped as a pull-tab. When the label is pulled off by the end user, it also pulls away the backing paper and the grinding disc is adhesion-ready for its intended use.



Functional process of the system

The grinding discs are stored in a stackable magazine. At the start of the production, the labeling machine grabs the grinding discs, lifts it up and checks based on the color whether it is the front or back side. The grinding disc is turned into the correct position and placed on the conveyor

belt, always with the front side facing down. During the process run, the label is now exactly positioned onto the backing paper of the grinding disc. The system processes grinding discs measuring 5" or 6". Before the grinding discs arrive at the packing station, they are bundled into packaging units. ■

Personal interaction strengthens corporate cohesion

VIP visit from the president of CCL Industries

On May 24, 2016, Geoffrey T. Martin visited Woelco AG for a first-hand impression. The label production and the labeling machine production gave him insight. He showed himself impressed by the high quality in special machine engineering and automation.

He sees high potential for the future, particularly in the special machine engineering division. This sector did not previously exist to this extent in the corporate group and it possesses excellent growth opportunities due to the large sales network. Another item on the agenda was a meeting about the future alignment of the CCL Design Label group with focus on the durable labels. Part of the discussion was also the construction of a new building behind the company headquarters, which is to bring the satellite company divisions in Ehningen to the company headquarters

for shorter paths. Overall, the visit was relaxed and very positive and all participants expressed a strong interest in further advancing CCL Design Stuttgart AG. ■



From left to right: Peter Fleissner, Managing Director of CCL Design, Uwe Dessecker and Dieter Woelfle, CCL Design Stuttgart AG, Geoffrey T. Martin, President and Chief Executive Officer CCL Industries, Monika Vodermaier, Vice President Corporate Finance Europe

China and USA now also as CCL

Starting this year, our two sister companies in the USA and in China are operating under the name CCL Design. Technology Woelco Changzhou became *CCL Design (Changzhou) Co., Ltd.* and Woelco Labeling Solutions Inc. became *CCL Label Inc., dba CCL Design Mooresville.*



**Key Account Manager
Global Automotive**



Dietmar Bronner has worked as a European-wide Key Account Manager for the Bosch group on behalf of Woelco AG since 2003. He will be assigned a new role within the CCL group. In the future, he will be responsible for the international expansion and the linking of globally positioned automotive clients. CCL thus provides an overarching global point of contact for clients and CCL production sites across the globe. We wish Mr. Bronner all the best and much success in his new role.

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Multiple use of shipping boxes through the placeholder label

The placeholder label is clean and simple!

Wild & Küpfer AG faced the challenge that the labels for their recycled containers have to be removed from the cardboard boxes frequently, necessitating the replacement of shipping boxes for different clients.



In many cases, this destroyed the surface of the box requiring its replacement. Because the packages are subject to a temperature range from -20°C to +50°C, shipping labels often detached and were lost. After initial successful tests with a placeholder label for the different labels, brown boxes were replaced with white con-

tainers. The white background of the placeholder label blends in on the white box. The shipping and identification label can now easily be affixed onto the landing site label and due to its special properties it can be repeatedly pulled off without damaging the surface.

Conclusion:

On average, the boxes can now be used up to 5 times more often and the visual presentation to the client as well as internally has significantly improved. Positive feedback from Wild & Küpfer AG: The placeholder label is clean and simple!

Variable labeling without additional consumable material

Two-layer PET film for laser marking

Laser marking is a high quality alternative to thermal transfer printing. Laser labeling systems provide a high level of flexibility as well as significant savings potential with an extremely broad range of options.

The laser marking of labels provides sharp contrast marking and permanent labeling. Variable labeling is therefore possible at high speed on smallest areas.

Special acrylate films made by 3M or Tesa are used in many cases. We

have also been offering various wide-area printed PET materials for a while, which feature special surface coating. A layer is applied with a UV coating procedure, which can be erased by the laser to create a type-face. The top layer is resistant against a wide

range of media, temperature-resistant, and extremely scratch resistant. Our coating material 3105 2002 has been approved even for UL/cUL for flexible labeling. Feel free to ask our sales staff for sample strips.

