

THE MAGAZINE WITH INSIGHT

BUSINESSFOCUS

BIZERBA **(LABELS & CONSUMABLES)** FAMILY-LED & FUTUREPROOF



BIZERBA

IN A CONVERSATION WITH THE DIVISION'S GLOBAL MANAGING DIRECTOR TOM VAN ELSACKER, WE DISCUSS THE RISE OF BIZERBA'S FAST-GROWING LABELS & CONSUMABLES BUSINESS UNIT.

Family-Led & Futureproof

PROJECT MANAGED BY: JEREMY DAVIES

At Bizerba, there has been one constant throughout the company's 160-year history – the Kraut Family. Owners and operators of the business since it was launched in 1866, five generations of the family have overseen Bizerba's progress, and most crucially, facilitated its evolution.

It's no understatement to say that the world has changed beyond recognition in the century and a half since Bizerba was founded. And yet, through bold action and a willingness to adapt, the company has constantly reinvented itself to meet the changing demands of a fast-moving world.

Today, equipped with the wisdom of experience, Bizerba is a tailored solutions provider offering a diverse range of products for food processing, weighing, slicing, labelling, packaging, and inspection. These solutions are utilised across a spectrum of industries – from Food to Logistics, Manufacturing to Retail.

To help simplify and streamline the company's work, Bizerba recently divided its operations among three core business units: Retail, Industry, and Labels & Consumables. The latter division is headed up by Global Managing Director (Labels & Consumables Business Unit) Tom Van Elsacker,

who, together with his team, has assisted in making Labels & Consumables a significant part of Bizerba's modern offering.

"Our Labels & Consumables unit was a small part of the Bizerba business and only started in 1983," Tom explains. "In 2018, we earned more than €100 million, and now, less than a decade later, our Business Unit is achieving revenues over €165 million."

A CLEAR STRATEGY

Leading a dedicated team – part of the 4,500 employees that make up the wider Bizerba workforce – Tom has developed a clear strategy to maximise the success of the Labels & Consumables unit. In keeping with Bizerba's history, the division is flexible and innovative in finding solutions for its customers.

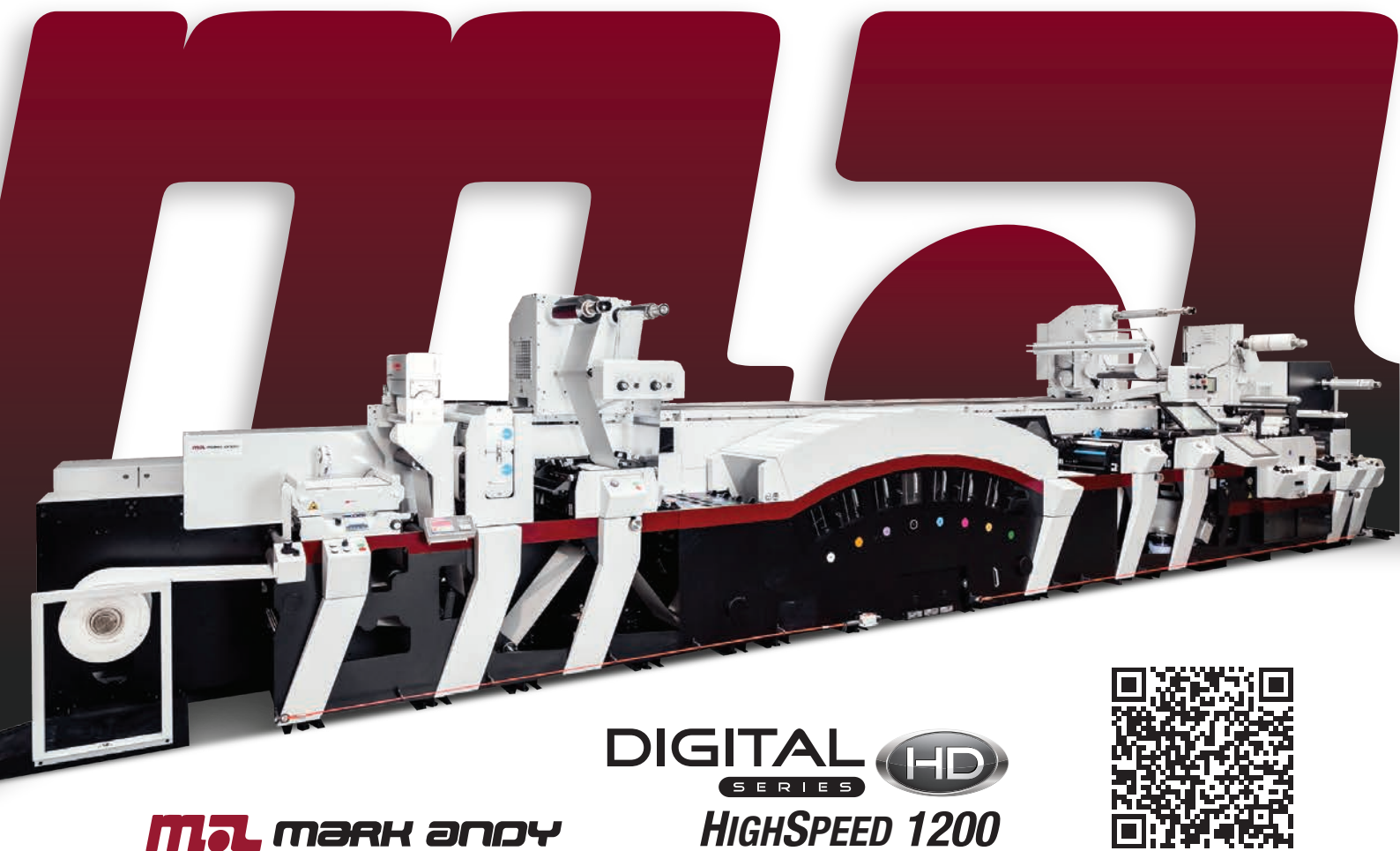
"We cover many sectors, but we do have a lot of clients in the food industry," Tom comments. "We are very customer-oriented and have got to know these >>

Tom Van Elsacker,
Global Managing Director
(Labels & Consumables
Business Unit), Bizerba.

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MARK ANDY

Mark Andy is a global leader in the manufacture of narrow- and mid-web inline printing presses for single-pass production. Our strength lies in the comprehensive portfolio of flexo and hybrid digital/flexo printing presses - all developed and manufactured in-house. This end-to-end, single-source solution is unique in today's global market.

By offering both technologies, Mark Andy enables printing companies to diversify their production capabilities based on their specific needs and those of their customers. Changes in market demand has seen traditional printing methods become less cost-effective for many jobs. We recognized these trends early and have continually expanded our range of hybrid presses to meet market demand and we remain the only manufacturer to build hybrid solutions entirely in-house - from the first component to the final product.

Today's market shows a continuing split between conventional and digital printing, with hybrid technology emerging as an attractive option in this fast-evolving industry. Factors like shorter run lengths, increased versioning, demand for new designs, rapid turnaround times, and high-quality standards are driving technology choices.

So, we are fully committed to our strategy of delivering innovative flexo and hybrid/digital presses tailored to meet printers' specific production needs.

A key innovation is our Digital Series HD HighSpeed 1200 - groundbreaking hybrid label press based on UV inkjet technology. Currently the fastest narrow-web hybrid label press in the world, it offers double the production speed of our flagship Digital Series HD model. Fully developed in-house, this integrated solution combines both hardware and software from a single provider and is supported by the Mark Andy 360 expert team. It's designed to meet both current and future market demands.

In addition to top class hardware, our customers expect advanced production software that increases efficiency and sustainability. Responding to these needs, Mark Andy introduced the ProWORX workflow software suite, tailored specifically for our hybrid presses and a variety of job types they handle.

A key milestone in the company's development is the modernization and expansion of the Mark Andy European Technology Center. Over the past decade, this facility has become a source of inspiration for printers and converters around the world. It now offers an enhanced space to showcase our latest innovations in both flexographic and hybrid press technology, along with solutions from our trusted partners.

Mark Andy's motto, 'Your Growth is Our Growth' is more than just a marketing phrase - it reflects our core philosophy. By supporting customer growth with high-quality presses, advanced technology and comprehensive solutions tailored to evolving needs and industry trends, Mark Andy drives its own success.

We remain committed to continuous innovation, offering the quality, flexibility and service excellence needed to meet customers' demands. Our long-term strategy focuses on delivering support throughout the entire lifecycle of all Mark Andy presses - from installation and training to ongoing optimization and maintenance.

Our customers understand that the future of the label industry depends not only on adapting to change but on anticipating it. Those leading in innovation today will be the ones shaping the industry of tomorrow - and Mark Andy is committed to help them get there, fueling continued global growth in press sales and customer success.

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clients very well – we know how they work, we know their processes, and we understand their needs.”

Bizerba's Labels & Consumables unit counts major retailers and supermarket chains among its clients. In the corporate world in which these large companies operate, an agile, family-led partner like Bizerba stands out from the crowd – as does the company's open and transparent customer service.

“As we're not the biggest organisation of our kind out there, we think differently. Always working with the customer at heart, we provide not just labels, but solutions,” Tom reveals. “We believe in being very open with our customers; it's the only way to build lasting, positive relationships.”

One of Bizerba's most valued relationships is with Swiss company artimelt, which supplies the Labels & Consumables division with several hot melt adhesives. These products are used in Bizerba's own lamination process and is a tailor-made solution that satisfies the specialist needs of Bizerba clients.

“Building strong relationships with our partners and suppliers is crucial for us,” Tom remarks. “Though, of course, we aim to keep costs down, our suppliers are not selected on price alone; we are searching for broader co-operation where both parties bring value to each other. With the help of partners like artimelt, we can be innovative and flexible, adjusting our materials to deliver specific products that our customers really need.”



BIZERBA (LABELS & CONSUMABLES)

“IN 2018, WE EARNED MORE THAN €100 MILLION, AND NOW, LESS THAN A DECADE LATER, **OUR BUSINESS UNIT IS ACHIEVING REVENUES OVER €165 MILLION.**”



EFFECTIVE COMMUNICATION

Naturally, like in any good relationship, clear and effective communication lies at the heart of Bizerba's strongest partnerships. Efficient communication has proved equally beneficial internally – particularly when it comes to managing Bizerba's vast global footprint and ensuring consistent quality throughout the entire organisation.

“Communication is key,” Tom affirms. “We try and divide responsibilities for different teams and functions, so that we've always got someone managing and communicating with our people locally.

“While we generally make use of video calls for quick communication around the world, I also visit sites in person. For example, I was recently in North America to meet our NA & CA production teams, our engineering team, and our sales teams. During the visit, we discussed our areas of success, areas for improvement, and how we can build on these in the future. We are doing the same in Europe, and then we will eventually bring all that information together and share it across the group.” >>

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WHEN TRUST BECOMES A COMPETITIVE ADVANTAGE

Our long-standing collaboration with BIZERBA is a prime example of innovation through partnership at eye level. Together, we pursue a clear goal: developing tailored solutions that create real value. That BIZERBA publicly named us a key partner is both an honor and a strong confirmation of our approach.

A standout result of this collaboration is a linerless labeling solution specifically tailored to BIZERBA's requirements for food applications. It enables over one million cuts without adhesive build-up on the blades, ensures maintenance-free machine operation, and fully meets the highest food safety standards. The labels adhere reliably at room temperature and in freezing conditions – even on hard-to-label, deeply frozen surfaces.

As a specialized provider, we develop these kinds of custom adhesive solutions not only for BIZERBA, but for all our clients with demanding application needs. Our partners value not only the quality of our products but also our technical know-how, flexibility, and reliable logistics performance.

We greatly appreciate the focused and trust-based collaboration with BIZERBA. Projects like this demonstrate just how powerful adhesive technology can be when developed with shared goals in mind. The work with BIZERBA exemplifies what drives us: anticipating challenges and turning complex requirements into practical, economically viable adhesive solutions.

by Melanie Ott, CEO artimelt AG
www.artimelt.com



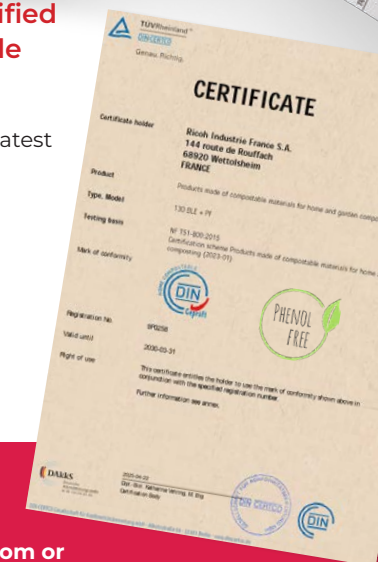
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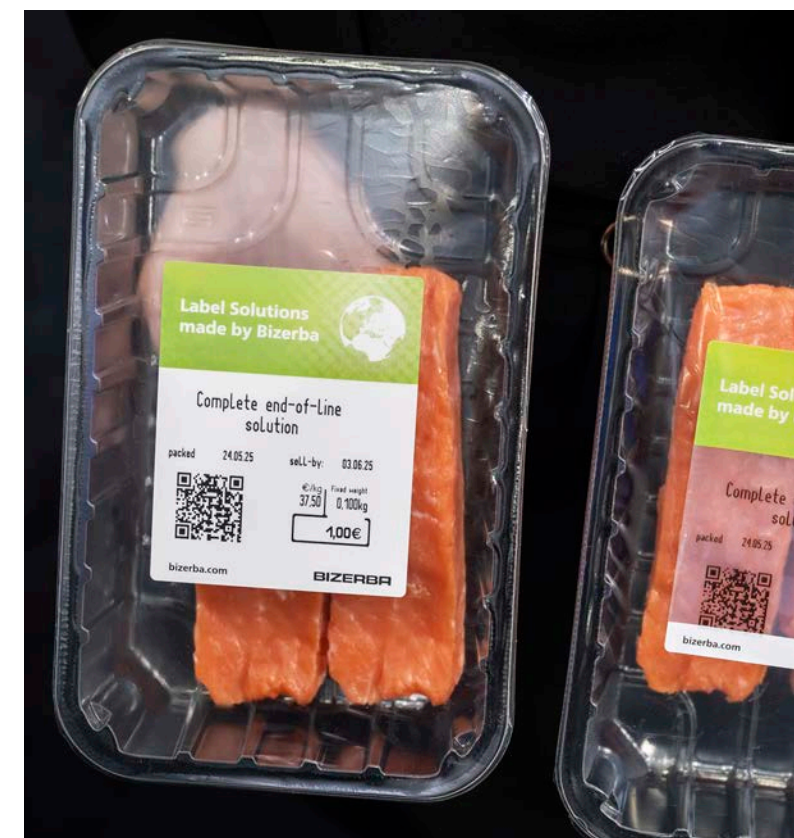
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BIZERBA (LABELS & CONSUMABLES)

In many of its locations, Bizerba utilises local suppliers. This not only reduces shipping costs and boosts quality, but also has major sustainability benefits. A key priority, the business has long viewed sustainability as far more than a popular trend, but a meaningful attitude – a way of life. At the head of Bizerba's recent environmental efforts is the development of pioneering linerless labels, which help to reduce waste.



"Many of our clients are looking to become more sustainable, so we are listening to their requests and producing more sustainable items like compostable labels, linerless solutions (e.g. Standard Linerless and CleanCut labels), labels that are removable during the washing or recycling process, and many more." Tom reports. "New laws and policies, like the EU's Packaging and >>



Packaging Waste Regulations (PPWR), require packaging to feature a 'harmonized label indicating its material composition' so we are working with customers to accommodate these demands too."

LONG-TERM APPROACH

For Bizerba, sustainability is not just about the environment, but about the lasting internal health of the business. This is especially true, Tom says, when it comes to the internal culture of an organisation and the

happiness of those who make up its workforce.

"In my opinion, generating a positive company culture is a vital part of building a successful and sustainable business," Tom states. "I don't like hierarchy. When I visit one of our sites, I will go into Production, have a coffee, and talk to our employees before I go to the office. This approach enables me to build trust, foster a positive environment, and help position our company for sustainable and future-ready success."

Bizerba's long-term approach to business helps to stabilise the company during lean periods, while allowing it to capitalise on opportunities for growth when the market allows. After remaining resilient in recent years in the face of various challenges, the organisation is now ready to enter an active phase of growth.

"We have a sharp focus, clear strategy, and feel well-prepared for the future," Tom declares. "We are dedicated to our existing customers and continue enhancing our production facilities with the latest technology.

"Perhaps most importantly, we will invest in our people. We have an internal academy at Bizerba that provides education, training, and development, so we can support our great employees as they grow through the organisation. In this way, we will work together to move the company forward at a steady, sustainable rate.

"Take me as an example of what can be achieved," he concludes. "I started 10 years ago as a business developer for labels in the Benelux. Look what opportunities this great company gave me!" ☺

"WE HAVE A SHARP FOCUS, CLEAR STRATEGY, AND FEEL WELL-PREPARED FOR THE FUTURE."



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