

Press release

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August Faller becomes Faller Packaging

A new name and a new strategy for the company's future course

November 2019, Waldkirch. August Faller takes a new direction: With immediate effect, the specialist for pharmaceutical packaging will operate under the name Faller Packaging and adopt a new brand strategy. The company's aim is to support its customers even better in the context of increasing customisation and complexity in the healthcare industry.

"Moving healthcare. Moving you." This is the motto under which Faller Packaging is positioning itself as an expert and experienced partner for top-quality, tailor-made packaging solutions from a single supplier. "The digitalisation of the entire supply chain will be even more important to us than before," explained Managing Director Dr. Daniel Keesman at the CPhI trade fair in Frankfurt, where Faller presented its new brand image to the public for the first time. "Ever smaller batch sizes and ever shorter times-to-market represent challenges to the entire industry and we will be able to rise to them with fresh ideas and innovative processes." However, digitalisation and networking also offer opportunities that Faller wants to seize in order to work even more closely with its customers in the future. As Keesman puts it: "We specifically use the new technologies to harmonise our own processes ever more closely with those of the users. Together, we want to rethink the world of healthcare and manage it on a digital basis." In this way, the Managing Director emphasizes that with its new brand strategy and increasingly global focus, Faller Packaging is ideally positioned for the future.

Meta-Title: New name, new strategy: August Faller becomes Faller Packaging

Meta-Description: The packaging specialist is looking to the future with a digitally-oriented brand strategy.

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November 5th 2019
Page 2/2

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Overview of photos

Photos: August Faller GmbH & Co. KG



Photo 1:

August Faller becomes Faller Packaging: The company presented its new brand image to the public for the first time at the CPhI in Frankfurt.

About Faller Packaging

For more than 30 years, Faller Packaging has specialised in tailor-made, full-range solutions for secondary packaging materials for the pharmaceutical industry. The company is a single-source supplier that develops and manufactures folding cartons, package inserts, labels and combination products and delivers both standard products and special solutions based on customers' wishes. Digitalised, optimally harmonised processes ensure maximum efficiency, sustainable production and fast, reliable delivery times. In addition, Faller offers customised logistics services and supply chain concepts. As a result, the company is an expert partner for everything relating to the procurement and packaging of pharmaceutical and healthcare products.

In addition to its headquarters in Waldkirch in the German state of Baden-Wuerttemberg, Faller Packaging also has sites in Binzen, Großbeeren and Schopfheim as well as in Hvidovre in Denmark and Łódź in Poland. The Worms-based subsidiary PackEx, which was founded in 2018, specialises in the manufacture of folding cartons in small and very small batches. In collaboration with the Irish company Perigord Premedia Ltd., Faller has set up a "Global Centre of Packaging Excellence" for artwork management, print consultancy and coordination. In total, August Faller GmbH & Co. KG has more than 1,300 employees.

Further information:
www.faller-packaging.com