



**VAN GENECHTEN PACKAGING**



## For optimal brand strategy at the POS: Van Genechten Packaging and Schoepe Display form a strategic alliance

**Turnhout/Berlin, 23 June 2022 | Van Genechten Packaging and Schoepe Display bolster their competence area in POS placements with a strategic partnership. With this step, the two family-run companies who have a long track record of award-winning creative and innovative products in their business fields, will provide brand owners with an attractive one-stop shop with a European network.**

Van Genechten Packaging's core business is innovative packaging made of cardboard and corrugated board for branded products. The company's product range has included creative and eye-catching secondary placements for its customers since 2020. Schoepe Display offers a complex range of services related to the development, production and logistics of high-quality short-term displays made of cardboard and corrugated board for POS placements. Their cooperation brings together inventiveness, professionalism in development, production and logistics in Germany and beyond. Both companies attach great importance to a strong customer orientation, innovation and sustainability.

This alliance offers brand owners efficient and attractive cardboard packaging, promotional packs and all kinds of innovative POS solutions all under one roof. The two companies' combined creativity and know-how will form a unique design and development team. The added benefit for brand owners: with today's scarcity of resources, you can work with partners who distinguish themselves through both resource-optimised concepts and reliability in deliveries.

Andreas Grathwohl, Managing Partner of Schoepe Display, explains: "With this move we have gained a high-performance partner with excellent experience in primary and secondary packaging and recognised competencies in creative POS solutions - making them an ideal complement to our portfolio. For manufacturers, this means better speed-to-market and an all-round carefree package with all services from folding cartons and promo packs to secondary placement displays all under one roof."

Frank Ohle, CEO of Van Genechten Packaging Group, adds: "With the broad range of services and technical capabilities this achieves for both companies, we offer unbeatable potential to help our existing and new customers' brands shine even more successfully at the POS."

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## **About Van Genechten Packaging (VGP)**

Where people, brands and folding carton meet, that is where the magic happens at VGP, every single time. For over 180 years now VGP has believed in the unique impact of packaging for brands and products, for people and the planet, and made it work.

Today, the company is one of Europe's few independent packaging specialists, with its headquarters in Turnhout, Belgium and ten folding carton plants and one extrusion plant spread across 7 countries. Customers appreciate VGP's approach and creativity, experience and expertise, as well as its local proximity. Its "people first" approach, where customer-centric collaboration is the key to success, continues to set standards. This approach has earned the company many leading industry awards over the decades, and VGP is one of the most creative and innovative companies in the industry today.

VGP generates annual sales of around 350 million euros. As a leading supplier of packaging for the European consumer goods industry, the company continues to grow in the key areas of expertise in printed folding cartons, offset-laminated corrugated board, POS displays and a wide range of other packaging solutions.

## **About Schoepe Display**

From development to successful placement in retail - Schoepe Display is an owner-managed, medium-sized company and offers a complex range of services related to the development, production and logistics of high-quality displays. We are your highly-experienced partner in the field of problem-solving innovations at the POS for short-term displays made of cardboard and corrugated board. Our complex range of services has made us a competent partner for brand owners, industry and retail.

Unrestricted focus on the display - the latest technology - many years of know-how - consistent digitisation: the perfect interplay of these components is sustainably ensured via DIN EN ISO 9001 certification of quality standards.

The efficient use of energy, reduced CO<sub>2</sub> emissions and the sustainable use of natural resources are reflected in our certifications under DIN EN ISO 14001 (environmental management), DIN EN ISO 50001 (energy management) and FSC®. The three pillars of quality, environment, and ethics and social responsibility form the basis of the company's corporate activities. With the "social responsibility" audit based on ISO 26000, we have created the framework for our holistic sustainability management and have been producing our displays completely CO<sub>2</sub>-neutral since January 2020. Our actions are based on the United Nations' 17 Sustainable Development Goals.