

Press release

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Focus on customer needs

Faller Packaging repositions itself and becomes a strong partner in the field of labels

Labels are essential packaging components for the pharmaceutical and healthcare sectors. They have to meet a wide range of requirements, such as resistance to external influences, placement of large amounts of information and protection against tampering. Faller Packaging is going to great lengths in Schopfheim to provide its customers full support in label selection and processing.

Faller Packaging specialises in secondary packaging materials. The company offers folding cartons, leaflets and adhesive labels from a single source. The Faller site in Schopfheim in southern Baden is responsible for developing, producing, and selling labels. Backed by a complete reorganisation and unified in tackling new responsibilities, the company is investing in the future in Schopfheim, intensifying its customer-oriented service to grow together with customers. Flawless and trouble-free operation in the customer's packaging process is another critical aspect. This approach applies to standard labels, technically demanding applications, and labels with security features and serialisation.

"Self-adhesive labels are among the most demanding products at Faller Packaging, due to the great number of variants, the large vertical range of manufacture and the requirements of the pharmaceutical industry," says Matthias Schmieder, Director of the Labels Business Unit at Faller Packaging. "We concentrate our complete label know-how here in Schopfheim. We're also realigning our organisation to respond more individually to each customer in the future, effectively transforming our role from a supplier to a partner for our customers." Tim Santo, Head of Business & Customer Centricity, and Matthias Schmieder have been jointly responsible for the restructuring process in Schopfheim since the autumn of 2021. The magic word here is "customer centricity", meaning that Faller focuses on the needs and requirements of its customers and accompanies them throughout the entire customer journey – from the initial consultation and analysis to storage on the shelf.

From supplier to partner

Faller and the customer analyse the company's needs and specific requirements together and find the solutions that will master

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current and future challenges. Faller Packaging then modifies the organisation and workflows. It optimises the interfaces – for example, warehouse logistics and plant and equipment are tailored to match the required batch sizes and packaging. “The immediate and long-term benefits are always in the foreground,” explains Santo. “When it comes to customer support, we follow three principles – easy business, peace of mind and seamless integration. Our customers can rely on simple business processes and can be confident that everything will run smoothly and fit easily into existing structures.” In this way, Faller Packaging optimises processing steps, offers a customised digital supply chain and is perceived as a solution-oriented partner.

Meta title: Faller Packaging restructures its organisation to provide even better support for its labels customers.

Meta description: Faller Packaging offers an extensive range of adhesive labels for every conceivable usage scenario. The Faller site in Schopfheim in southern Baden is responsible for label development, production and sales – and a lot is happening there.

Keywords: Faller Packaging; Packaging; Pharmaceuticals; Healthcare; Labels; Sustainability; Schopfheim site; Investment; Customer centricity

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Photos

All photos: August Faller GmbH & Co.KG

Photo 1:



Tim Santo, Head of Business & Customer Centricity (left), and Matthias Schmieder, Director of the Labels Business Unit, are jointly responsible for the restructuring at Faller's Schopfheim site.

Photo 2:



The Faller Packaging site in Schopfheim, southern Baden, is responsible for developing, producing, and selling adhesive labels. It's a busy place nowadays: the company is investing in the future and – with its new organisation and responsibilities – is intensifying its customer-oriented service, enabling the company to grow together with the customer.

Photo 3:



Faller Packaging offers an extensive range of adhesive labels for every conceivable usage scenario.

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, Łódź in Poland and Debrecen in Hungary. 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.