

Print & Packaging Solutions

— Elanders Print & Packaging

Finding opportunities in a challenging market

With more than 100 years of experience from the graphic industry, Elanders Print & Packaging offers concentrated, cost-efficient and innovative solutions making use of the efficiency and flexibility offered by the latest digital technology to fulfill its customers’ requirements locally as well as globally.

Through its innovative force and global presence, Elanders Print & Packaging offers cost-efficient solutions that can handle customers’ local and global needs for printed material and packaging, often in combination with advanced order platforms online, value-added services and just-in-time or sequence deliveries. Advanced, user-friendly and internet-based ordering platforms streamline the process from order to delivery.

Over the last few years, investments have been made in competitive digital technology in order to meet customer demand for flexible print production in shorter and smaller series with high quality and at competitive prices. Today, Elanders is one of few global companies offering solutions that include everything from printed matter and packaging to other related services such as kitting and packaging for just-in-time or sequence deliveries worldwide.

Elanders Print & Packaging was founded more than 100 years ago in Sweden. After a series of acquisitions through the years, the company now operates in both Europe and the USA.

Elanders Print & Packaging

Net sales, MSEK

~2,800

Number of employees

~1,300

Geographical presence

Germany, Hungary, Italy, Poland, Sweden, the UK and the USA

Customer segments

Automotive, Electronics, Fashion, Health Care, Industrial and Other

Sven Burkhard, President, Elanders Print & Packaging, on how the right focus nurtures future success.



Why should customers choose Elanders Print & Packaging as a partner?

We are a really strong, reliable and future-oriented global partner for our customers. In a print industry characterized by ongoing consolidation, the financial strength of Elanders is an important asset. Our customers can rely on us for stability and long-term partnerships. We will not disappear. While being true experts within the area of print and packaging, we also add value by delivering solutions in every step of the customer’s supply chain, end-to-end and beyond. Starting from the online sales process, where we can supply web shop solutions, online print production, storage and finally invoicing and aftermarket services, where we for instance can manage end customer returns.

What are your key strengths?

We are global and offer an extremely large product portfolio along with great expertise. We are continuously working to optimize and improve our processes and workflows, making full use of the latest, state-of-the-art technology to deliver exceptional quality and short production times. We have strong competence within IT and workflows, which is crucial within digital printing. Furthermore, in spite of our size and global presence, we still have a start-up mentality characterized by speed and flexibility.

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What are the benefits of Elanders being one of very few global print companies?

Global customers get one contact that they can connect with in their own time zone and language, while we take responsibility for their printing all over the world. As a large global company, we have purchasing benefits that our customers can profit from. Beyond our own local printing operations, we also have an extensive network of partners making it possible for us to print where the demand is, thereby reducing our customers’ costs, delivery times and carbon footprint.

How can you succeed in a market where volume products decrease year by year?

Whereas the print quantities per job are decreasing, the number of jobs are actually increasing. You can turn the challenges into great opportunities by having the best possible processes for producing small digital print runs with superior quality and short delivery times. It is all about optimizing your processes and it is driven by expertise within IT, workflows and databases.

What are your focus areas for the future?

We are focusing on more mergers and acquisitions in the direction of online print – and digital print overall. We will also continue investing in production equipment and processes as well as marketing. Facing

continued digitalization, we keep our eyes on what there will be a demand for in the future and deliver within the areas Packaging, Innovative print products, Mass customization and Publishing. This is based on the conviction that, in the ongoing consolidation process, you need to be the best at what you do to be successful. In these four areas we have a market in the future, we are the best and we have the ability to scale up the business further, making use of our global advantage.

How have you integrated sustainability in your business model?

The major driver of greenhouse gas emissions in our printing operations is usage and waste of paper, which we are targeting in a number of ways. A basic principle is that the most sustainable way to print is to print on demand in the location where the demand is found, thereby reducing the paper usage and waste as well as transportation. This is what Elanders is doing, together with our partners, and what we want to keep doing looking forward. We are also reducing our carbon footprint by using renewable energy and, for instance, choosing DHL GoGreen solutions for overseas post. Almost all our sites are FSC®-certified, and we explain the advantages of using FSC®-certified paper for our customers who increasingly choose to do so. Another area we are exploring is to increase the use of cleaner, water-based inkjet technology.