

Print & Packaging Solutions – Elanders Print & Packaging

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.

Interview – Sven Burkhard – President,
Elanders Print & Packaging

In the ideal position for a new print market

As one of few print companies with a 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 value-added services and just-in-time or sequence deliveries worldwide. Advanced, user-friendly and ordering platforms online streamline the process from order to delivery. Customers profit from the company's flexibility, quality, reliability and innovative force.

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

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

For us, high customer satisfaction is fundamental. When we surveyed our customers, they told us that they chose Elanders for our exceptionally high reliability, quality and flexibility, as well as for our financial strength and the security that comes with it. We can offer the best solution at a perfect price-performance ratio and act as our customers' highly trusted, long-term partner. We also continuously develop our production sites in terms of technology to always offer innovative and highly efficient solutions.

What are the key strengths of Elanders Print & Packaging?

As a transformative business that has evolved and reinvented itself in the dynamic market over the past few years, we can transform and optimize our customers' processes together with them. We have the best concepts for the selected segments that we focus on, based on our extensive and unique experience in developing new models

and offerings in the printing industry. Our technological edge has made us one of the European market leaders in manuals for the automotive industry as well as in mass customization. Now we are leveraging this experience for our growing number of customers in the segments of publishing and packaging.

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

The fact that Elanders Print & Packaging has locations in numerous countries and on different continents enables our international customers to sell globally and produce locally, offering them significant added value. It greatly reduces delivery times, costs and, for some customers, bureaucracy due to customs regulations, while significantly supporting the customers' sustainability efforts. The ability to produce locally with us also offers customers significant potential for cost optimization.

How do you succeed in a challenging print market?

The market has been highly dynamic for years, with significant decline in mass production. However, numerous printing segments show growth driven by a shift towards new technologies and smaller print runs. We recognized this market development early on and have positioned ourselves ideally for it. In the future, we plan to focus even more on high-growth market segments with high margin profiles. We are also placing further emphasis on advancing our IT infrastructure with the aim to adopt processes that make us even faster and more appealing to customers. For us, offset printing is a complement to our extensive expertise in digital printing, rather than vice versa.

What significant developments were there in 2025?

We secured existing agreements with key customers for the coming years while also taking significant steps within our growth area of publishing. Book printing is the largest revenue segment in the European digital printing market today and it offers the highest growth potential. Through a strategically very significant long-term cooperation agreement with Thalia, the leading bookseller in the DACH region, we will operate a print-on-demand printing center for books, introducing innovative approaches to production and distribution. In addition, we also established our first business relationship with AI companies in the publishing sector, adding potential future business opportunities.

What are your focus areas for the future?

We will build further on our strong market position and expertise in the online print, photo book and mass customization markets, while also consolidating our number one position in Europe within manuals for the automotive industry. Our defined growth areas of

publishing and packaging will contribute significantly to our sales growth. In addition, we will define further industries as future target markets for customized solutions. We also aim to benefit from customer relationships within the Elanders Group. By creating numerous synergy potentials from Elanders' broad customer base, we want to develop even further into a comprehensive solutions provider over the next few years.

How have you integrated sustainability into your business model?

Our highest priority is to reduce our carbon footprint even though we plan to grow. We place great importance on sustainability when modernizing our existing locations and setting up new sites, like the one planned for the Thalia cooperation. The new production hall is planned for fulfilling the Efficiency House 40 standard and the green building DGNB Gold certification. We also support our customers in achieving their sustainability goals when using print products, from jointly selecting the right paper – including recycled and other sustainably sourced options (for example FSC or PEFC) – all the way to ensuring the shortest possible delivery routes to markets.



Sven Burkhard – President, Elanders Print & Packaging, on the importance of high reliability, quality and flexibility.

Elanders Print & Packaging

Net sales, MSEK

Number of employees

≈ 2,600

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

≈ 1,100

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



Ulrich Schätzl and Sven Burkhard, Elanders Print & Packaging – Through a strategically very significant long-term cooperation agreement with Thalia, the leading bookseller in the DACH region, Elanders will operate a print-on-demand printing center for books, introducing innovative approaches to production and distribution.