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From left: Torsten Emmel, manager new business development, Oliver Albani, customer service prepress/ printing, project manager digital printing. Photo: © BEUCKE GROUP

## Future from tradition

# Flexible packaging for 260 years

**The family-owned BEUCKE GROUP has been around for a while. When a company exists for a long time there is an expertise and drive for continuous innovation. For the BEUCKE GROUP, this has manifested in constant collaborations with clients and investments in current technology, such as digital printing.**

TEXT: THOMAS SCHROERS | PHOTOS: BEUCKE GROUP, COMPAMEDIA GMBH

This story starts with Borchers Christian Beucke, who founded a book-binding house in Dissen in 1757. With significant growth in the following century, the company changed into a book and magazine publishing house and at the beginning of the 20th century its services first included the manufacturing of packaging. Over the years these services were expanded, new buildings were moved into, new technology was installed and, in 2009, a new company structure was formed under the BEUCKE GROUP.

Currently, the Group comprises the administrative holding BEUCKE &

SÖHNE GmbH & Co. KG and four manufacturing companies. For those companies, BEUCKE & SÖHNE is concerned with central distribution tasks and development of individual customer requirements. BEUCKE OFFSETDRUCK GmbH is the first manufacturing entity and uses the sheet offset process and digital printing. It is especially responsible for all the special items that accompany packaging such as inserts or supplementary materials. BEUCKE TIEFDRUCK GmbH on the other hand is working with the gravure printing process and for the cigarettes, food and beverage industry. Furthermore, BEUCKE FLEXODRUCK

GmbH employs flexographic printing with up to ten colours for foodstuffs and beverage industries and technical products. Finally, CENADRUCK GmbH is the specialist with regard to flexible packaging solutions using the gravure printing process.

### Digital printing

After recent investments in respective technology, one of the goals for the next few years is to establish digital printing as a fully realised printing method. Rather than inventing everything from scratch, this printing method offers customers many new opportunities. In the future, the digital system, whether it is used as a stand-alone or in combination with familiar methods, will enable a new kind of flexibility in the packaging industry.

In this respect, digital printing will foster close working relationships with

marketing agencies, repro companies and the marketing departments of BEUCKE GROUP's customers. Thanks to the new technology, ideas are not only processed faster in general, but can also be developed and implemented on a much shorter notice. As a manufacturer, the digital process will further allow the group to adhere even more individually to its customers wishes. In that respect, customisation can happen from one item to the next and clients can individualise images and text on each and every packing.

**Continuous collaboration**

The step towards digital technology underlines the BEUCKE GROUP's dedication to a type of innovation, which includes their customers. As a provider for complex packaging solutions, the group is always working with specific customer wishes. In that regard, the company develops new ideas from the ground up and in teamwork with not only the customer, but other companies in the supply chain such as producers of colour and foil or mechanical engineers.

One example of a product taking an individual shape are cigarette packs. While it may seem simple, there are many aspects of a pack that can be customised. Naturally, the know how to realise specialised ideas extends to all markets that the BEUCKE GROUP serves. Particularly for the food industry, with its great variety of packaging concepts, represented in the images around this article, is very appreciative of the groups flexibility.

In this way, collaboration and technological progression come together. Concerning the latter, the BEUCKE GROUP aims to get involved with new possibilities even in the development stages. This early engagement facilitates that customers can not only influence new opportunities themselves, but also benefit from them as soon as possible.

**Vision 2020**

Collaboration is the key for sustainable developments and by embracing it, the BEUCKE GROUP takes a pioneering position in the packaging industry. For the

future, the group has set a clear vision for its growth until 2020. Through investments for innovative improvements at the right time and with the traditional spirit of a family-managed company, the BEUCKE GROUP aims to extend its reach in the sector for high-quality print finishing and processing of flexible packaging all across Europe.

While BEUCKE reached an impressive milestone in celebrating its 250-year jubilee in 2007, one can see from the ongoing progression that on a day to day basis the company is fostering the innovative thinking of a company that is still just getting started.

*www.beucke.com*

From left: TOP 100 Innovator 2014 & 2016: (from left) CEO Lutz Beucke, Ranga Yogeshwar, Björn Pörschke, head of development. Photo: © Compamedia GmbH

Example crossover production: KnowHow from cigarette is applied in the food segment. Photo: © BEUCKE GROUP

Example for combined printing and individualisation in digital printing. Photo: © BEUCKE GROUP

Production BEUCKE TIEFDRUCK GmbH. Photo: © BEUCKE GROUP

