

**MODEL**

**BOX**

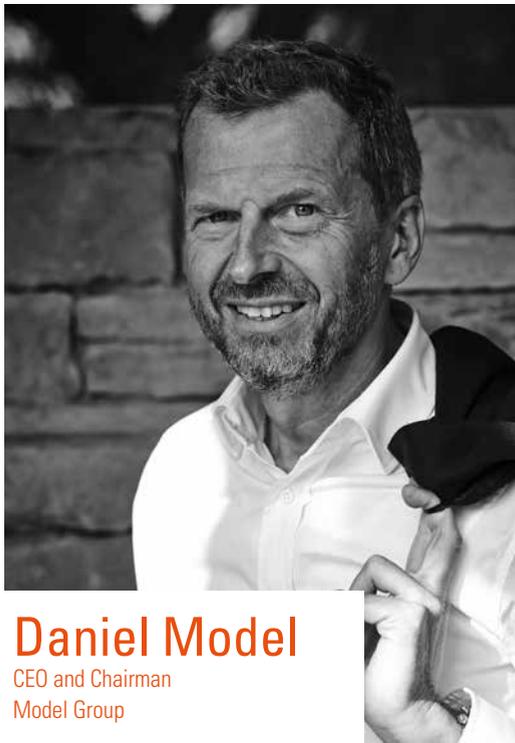
No. 100 – Autumn 2016

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# Dear Reader



**Daniel Model**

CEO and Chairman  
Model Group

When someone creates something, it is usually something fluid. Given that we are mainly water, humanity might therefore truly be a 'creation'. I use the word cautiously because it has lost more and more of its meaning over time. It is no longer fashionable to be content with simply being the way we were created. It seems rather passive and forbearing. The only active element is wondering at what is becoming of us. And yet that is itself unfashionable in a world in which we are all supposed to be so all-knowing: a sense of wonder is passé. We're caught up in a conundrum. We must always be right – and convince others that we are right, must always have (or bring) everything under control and, where necessary, force others into line. It is a constant battle. Someone who sees themselves as a creation – a being rather than a doing – takes a different view. Their wonder is what drives them to want to understand. They are thankful for their existence, have no need to be aggressive, and learning is its own reward. Indeed, all of life is a reward – even pain, that intense, loud and harsh reminder that we are alive.

And what about the creator? Is he or she the 'unmoved mover', as Thomas Aquinas said? Whatever the answer, being a creation does not mean that we cannot ourselves be creators. After all, in the words of the German proverb, 'to be a practitioner takes skill, but to be a master takes vision'.

Best regards

Daniel Model

# New recycling facility



From 2017, Model will become the only company in Switzerland to recycle drinks cartons and water-insoluble papers.



At its Weinfelden site, the Model Group is investing CHF 35 million in a new material processing plant for drinks cartons and other papers which do not easily dissolve in water.

Commissioning is scheduled for the first quarter of 2017, after which there will be a fine-tuning phase of approximately three months. The new facility will be able to handle up to 75,000 tonnes of drinks cartons and water-insoluble papers per year.

### Recycled not incinerated

Model is known as a pioneer in digital and packaging printing. This latest investment is part of this forward-looking approach.

In view of the declining quality of available waste paper, coupled with rising technical quality requirements in the packaging industry, we faced the challenge of finding new raw materials that will maintain and even improve the quality of our containerboard. Model therefore decided to expand the existing technical potential to enable the recovery and recycling of raw materials that would otherwise have to be incinerated, with the costs that would entail.

The new facility will be able to process drinks cartons and water-insoluble papers. There are still a number of technical challenges to be tackled before this pioneering system is fully functional, however.

### Circular economy makes ecological and financial sense

The investment makes good sense, both ecologically and financially. Following the recycling process, the raw material that is recovered will be used to produce containerboard of an even higher quality, which will itself be used to manufacture customised packaging and displays.

At the same time, consumers will benefit from the declining volume of incinerated waste.

Furthermore, re-using existing materials reduces resource use in the long term, while also cutting CO<sub>2</sub> emissions.

**If you would like to find out more, I would be delighted to hear from you.**

### Andreas Rufer

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# Expanding logistics capacity

Model is investing in strengthening logistics at its Moudon site. The expansion will result in more space and optimised goods flows. Work on the buildings and infrastructure began on 15 August 2016 and will continue until around the end of November.

## Benefits

Expanding the building will increase our warehouse capacity and the space we have available at our loading bays. This will enable us to offer customers a faster and more flexible service. Internal goods flows between production and logistics will be optimised and unnecessary transport reduced.

## Construction phase

Work on the buildings and infrastructure began on 15 August and will continue until around the end of November.

The major challenge is to continue offering you the same level of service, despite the building work going on around us. We will therefore be raising our transport capacity to at least two shifts during this phase. We will also offer you the option of delivery outside normal hours, in the early morning or in the evening, for example. This will allow us to minimise any postponements and delays.

For the duration of the works, all consignments will be loaded via three provisional facilities rather than via the usual eight loading bays. Our internal warehouse capacity will also be limited, and we have therefore stepped up our efforts with our existing logistics partners to offset this.

With the action we have taken and your support, we should be able to ensure that all logistics operations continue to run efficiently while the work is ongoing. We are already looking forward to showing you our expanded logistics centre and the advantages it offers.



## Interested in a tour?

Please call us!

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# Model Opakowania, Nowa Sól

The drones took off in the clear blue June sky, and around an hour later the film and photos were in the can. Model Opakowania presents its new plant in Poland – already the company's third.

A new member joined the Model Group at the beginning of March 2016 – Model Opakowania in Nowa Sól, Poland. Work is currently ongoing at the 20,000 m<sup>2</sup> industrial site to adapt the existing buildings to the needs of corrugated board packaging production. New offices and a social area are being created, and various infrastructure elements are being fitted. The first modern processing machines will be installed in November. While these machines and systems were being chosen, new employees were being recruited on both the production and administration sides. Our new colleagues will start in September 2016 with a series of training programmes that will cover all of the key areas and processes. The syllabus will include the individual aspects of quality management, production, planning, process

engineering, logistics and distribution. Training will be held at the Biłgoraj and Czosnów sites.

The location of our new company, in Nowa Sól, enables us to access the advantages of the Lubus voivodeship in western Poland, as well as the neighbouring voivodeships of Lower Silesia and Greater Poland. These regions lie in a pan-European transport corridor with a well-developed road, rail, shipping and air network. They also have enormous potential in education and science, are highly urbanised, and offer a high level of technology. Nowa Sól itself is a town of approximately 40,000 inhabitants. Once known for its salt industry, it is now home to a large number of modern businesses from a range of sectors. Together with Zielona Góra and

Sulechów, it forms the Lubuskie Trójmiasto ('Tricity of Lubus') local authority association.

Model Opakowania already operates two other plants in Poland, in Biłgoraj and in Czosnów. The companies produce six-colour, flexoprinted corrugated board packaging, as well as offset-printed litho-laminated packaging. In addition to packaging, we offer our customers professional consulting on packaging processes and systems, design and product development, as well as prototype manufacturing. Model Opakowania's Nowa Sól site enables us further to strengthen our position in Poland – one of Europe's fastest-growing markets for packaging.



The logo is the company's calling card. The production of corrugated board packaging will begin soon.



# PACOMAT III-80

A new waste press from the Paal Group was installed at the Model plant in Bilgoraj at the end of July 2016. The new channel baler guarantees much better quality and reliability than its predecessor machine, and delivers a compression force of 802 kN. This enables it to produce waste

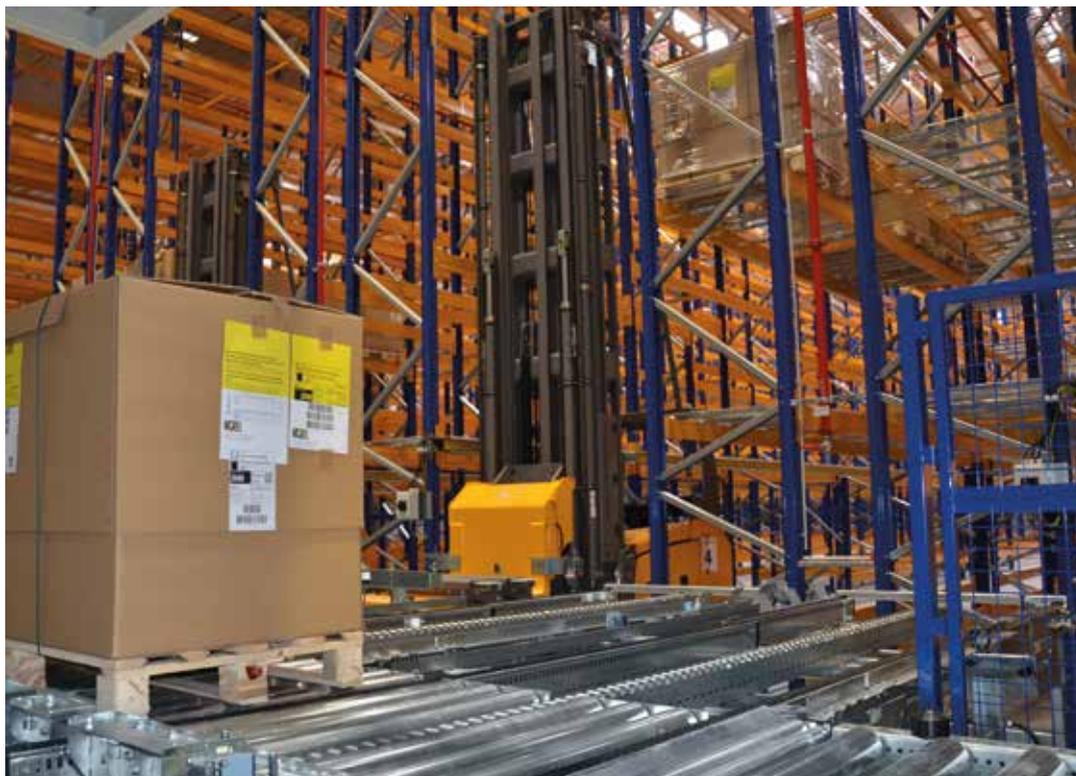
paper bales that are 20% heavier than those of its forerunner, while continuing to process 365 m<sup>3</sup> of paper per hour. The new press is also fitted with an updated safety system, which automatically shuts the machine down if an operator steps into a marked safety zone. This is

achieved using a system of sensors which receive a signal from a chip carried by the operator.



# New goods warehouse

In October 2015, the Model Obaly plant in Opava began the construction of a new finished goods warehouse. Rectangular in shape, and covering an area of approx. 60 by 100 metres, the 18 m high building provides storage space for approximately 12,600 pallets of finished goods.



The investment costs total around CZK 160 million, and the automatic technology installed in the warehouse is a first in the Czech Republic. The warehouse features two entry portals, an automated conveyor system and one output portal with two positions. The entry gate is equipped with a system that checks the weight and dimensions of each pallet and examines it for defects in the material it is made of, which may be either wood or plastic. Pallet labels now include 2D codes that can be read by a specialised system, providing complete data for each

individual pallet stacked with goods and thus allowing full control of the stock. The operational input and output handling capacity of the warehouse is 165 pallets an hour. The shelf system is divided into 11 aisles with eight fully automated forklifts that move at a speed of 9 km an hour. The forklifts are controlled via a wi-fi network and are powered and accurately guided by pathways of induction conductors built into the floor. The forklifts can move along as well as between the individual aisles.

The reliability and safety of the transportation system depend on the flatness of the floor and the tracks along which the forklifts move. The flatness and curvature of the tracks had to be perfect, both lengthwise and crosswise, to prevent the forklifts from tilting and to ensure their smooth movement. The precisely designed tracks prevent malfunctions and ensure noiseless operation, as well as flawless pallet handling. The warehouse is also equipped with a maintenance bay, which the forklifts automatically drive in to whenever they require maintenance or inspection. The warehouse can therefore be kept in continuous operation. It will be fully controlled by workers from the dispatch offices and not a single employee will need to be present on the floor.

Before the warehouse is put into operation and during its routine operation, there will be thorough inspections of safety measures, extinguishing devices, shelves and regular maintenance checks of all technological components. In case of fire, the entire space will be sealed automatically. The warehouse is scheduled to be put into operation in September 2016.

# Clean print results

Model AG is known as a pioneer in digital printing. Cleaning specialist Kärcher is the latest customer to benefit from Model's skills and expertise.

The world leader in cleaning technology has opted for the many advantages of digital printing on corrugated board:

enormous flexibility in design, rapid changes to layout, outstanding print quality, and short delivery times. The print results that Model is now producing for certain Kärcher pressure washers and vacuum cleaners stand out for their colour reproduction and sparkling clarity. This sealed the deal for the

cleaning equipment specialist, which attaches the utmost importance to the print quality of its packaging – perfectly showcasing the appliance and its capabilities. At the same time, digital printing opens up opportunities to Kärcher that it had previously been unaware of. For example, a variety of layouts can now be bundled together into a single production run, making digital printing a more cost-effective alternative to the more complicated offset printing process. There is no need to have printing plates made, and small and medium-sized runs can be ordered at short

notice, meaning that Kärcher can act more rapidly on the market, and retailers served more flexibly.

## Contactless printing preserves flute

Another crucial advantage of digital is that, unlike other direct printing processes, the flute is not put under pressure, avoiding the unwanted wash-board effect. Contactless printing also means that lower-cost liner and fluting papers can be used.

This is what Frank Kötzle, Head of Packaging Development at Kärcher, has to say: "Print quality and colour reproduction are very important to us, especially having switched to our new corporate design, with the emphasis on yellow and accented product presentation. The digital printing process delivers exactly what we were looking for."

## Want to switch to digital printing?

### Please call us!

Model AG, Weinfelden  
T +41 71 626 76 21  
info.ch@modelgroup.com



Digital printing is a particularly gentle process that delivers brilliant colour results: packaging for Kärcher cleaning appliances.

# Passion and conviction

DAVID AG was founded in April 2006 by Francesco and Paolo Spagnolo, Alfred Escher and Omer Isanovic. The company operates in the health and life-style sector, concentrating on the distribution and marketing of its eponymous product in both Switzerland and the EU. Another important part of DAVID AG's mission is to support extraordinary individuals and spur them on to develop and live their gifts.



**Francesco Spagnolo**

CEO & Head of the Visionary Board  
DAVID AG

David® appeals to and serves a very heterogeneous, Europe-wide market. To address the various target groups as directly and authentically as possible, the strategy team at DAVID spent a great deal of time and energy getting to know their customers. The findings of this research are reflected in three sizes of packaging and nine different layouts, with the right messages and images for the respective customer groups. Model AG's new digital printing press is ideally suited to this purpose. Francesco Spagnolo, CEO & Head of the Visionary Board at DAVID AG, explains how this came about:

***Mr Spagnolo, how did you find out about Model?***

Theo Tobler (editor's note: Solution Provider at Model AG) dropped in to see us in Au, Canton St. Gallen. He asked if we needed packaging. Since he realised that we're innovators, he also told us about the revolutionary digital printing technology that Model AG offers, and that it was now possible to produce individual printed images without the need for any stereotypes. That immediately grabbed my interest. I knew that this sort of technology was just made for DAVID AG. Right from the start, it has been important to us to address our different customers individually. That's why we now have three different packaging sizes in nine unique designs and two languages!

***Why have you opted for digital printing for your packaging and POS materials?***

We came up with the idea of different packaging designs at exactly the same time as Theo Tobler came by to talk about the possibilities of digital printing technology. It was serendipity that these two concepts came together at just the right point.



We had both rational and emotional requirements for the packaging. On the practical side, the product has to be transported and protected on its way to the recipient. Emotionally, we wanted the packaging to have a high-quality image that would inspire and arouse a sense of anticipation in the customer.

I firmly believe that it is essential to address the customer individually, for a variety of reasons. It improves the sales process enormously, because the customer identifies with the packaging. That creates trust. This in turn leads to a close relationship with the customer, which is something that is very important to us.

**Were there any particular challenges or difficulties?**

No – it all went fairly smoothly. The challenge was in finding the right pitch in the way we address our various customer groups. That was an intense process, because we had to put ourselves in the customer's position to find the right combination of words and pictures.

**What was the best or worst thing about the project?**

I'd like to emphasise the customer support we received from Theo Tobler. We couldn't have wished for better. He is the link between DAVID AG and Model AG. Over time, it has become a real partnership built on a focus on solutions, reliability, commitment and personal warmth.

**What has your experience of working with Model been?**

I've had a sense of a spirit of partnership and innovation in my dealings with all of the divisions within Model AG.

**How would you sum up your partnership?**

In a long-term partnership, we are looking for market leadership, originality, and identical shared values. That's what we focus on.

**What would you like from Model?**

I would like us to be able to give each other as references!

**What could Model do better?**

If Theo hadn't been proactive in coming to me, I would probably never have known that Model uses digital printing. I think more companies should offer individual communication via packaging. I'm now asking myself why they don't. Perhaps it is because that they are not (yet) familiar with this process.

# Corrugated board sheets

Corrugated board is a strong material. Thanks to its fluting, it is as light as it is robust, wonderfully recyclable, and is manufactured largely from waste paper. It has a high load capacity, and is therefore in great – and growing – demand for all types of packaging, folding boxes and displays.

We supply corrugated board products in all imaginable formats, grades and compositions, whether single, double or triple flute, surface or through-coloured, or with special coatings as required. We handle everything from small orders through to large-scale production. This variety not only makes you highly flexible in your market, but also gives you financial scope. You can rely on a strong material and a strong partner by your side, in the form of your Model advisor.

## **Fast and reliable – the right place at the right time**

You get to know a place by taking detours, they say. That may be true, but we prefer the direct route, or a short cut that will get us where we're going even faster. Our sophisticated logistics system and our own fleet of trucks guarantee efficient processes and short distances. And when things get really busy, as they sometimes do, we really come into our own. Our aim is to deliver to you as quickly as we can. That's why we have ultra-modern, high-performance pro-

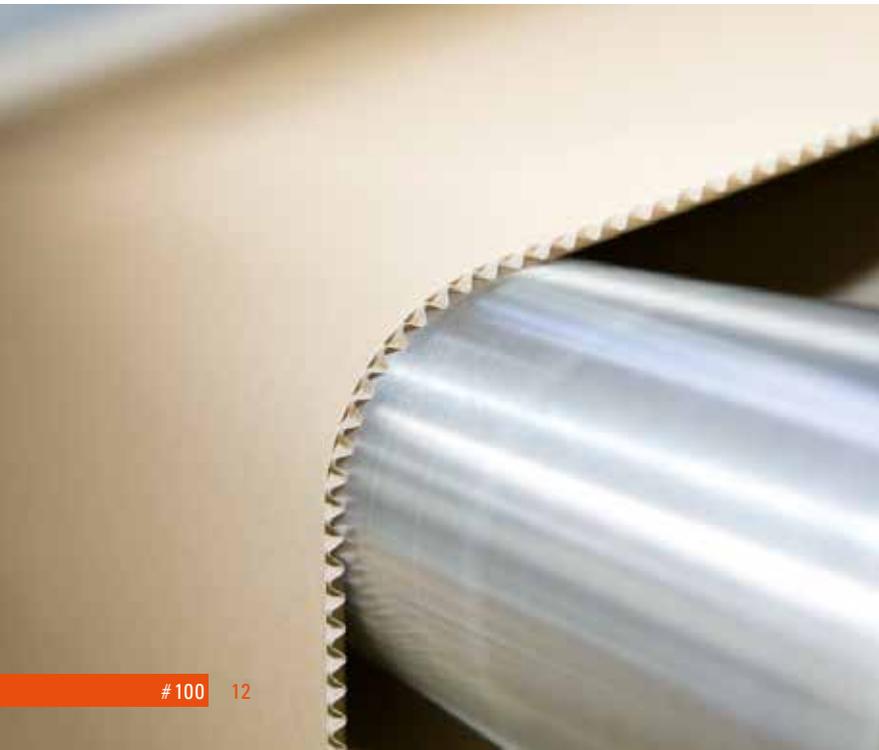
duction facilities at central locations in Germany. From there, we can deliver your products swiftly and reliably within 48 hours. But speed isn't the be all and end all. Quick delivery is meaningless if the quality isn't right. We don't just pay lip service to important aspects such as quality and sustainability, we actually put them into practice – and we have a whole range of certifications that bear this out. Looking for the fast track? We know the short cuts!

## **Fairness first – everyone's a winner**

It may be hard to imagine, but we have been working with many of our customers ever since our company was founded.

What's the secret?

We believe that it is our values, which are rooted in fairness and trust. What also binds us together is our drive to achieve shared success. Our maxim is that we should earn together, not from each other, so we offer our customers cost benefits gained from highly efficient modern production processes. And although we are one of the largest suppliers in Germany, we still think and act like a family firm. In other words, no job is too large for us, but none is too small either. We give our full attention to every single every customer, with a view to creating a win-win scenario.





### **The Model service**

- 48-hour delivery of standard range throughout Germany
- Small batches
- Own fleet of trucks to ensure on-time delivery
- Special grades manufactured at short notice
- ISO 9001:2008 and other quality certifications
- Flexible connection to your own IT system
- Wet-strength adhesion

### **Model variety**

- Single, double and triple flute
- Open fluting on the roll
- Fanfold corrugated board
- A, C, B and E flutes
- Double flute combinations AA, AC, BC, BB, EB, EE, FE, etc. (including those open on one side)
- Triple flute combinations AAA and CAA, etc.
- Litho-laminated corrugated board

- Corrugated board formats for high-quality digital printing (certified by manufacturers of digital printing presses)
- Processing of pre-printed rolls
- Surface or through-coloured and coated
- Special coatings (e.g. antistatic, water-resistant, PE, anti-slip, flame-retardant, grease-resistant, non-woven)

- Double-sided adhesive tape
- Opening and reinforcement tapes
- FSC® grades available

### **Model formats**

- Widths of 200 – 2760 mm
- Sheet lengths of 600 – 6000 mm
- Smaller formats can be cut to size upon request in a further processing stage
- 12 scores per web (up to 24 on request)
- Pallet height of up to 2.10 m

### **Looking for a fair partnership?**

Talk to us!

#### **Frank Becker**

Sales Manager, Model GmbH  
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# Look and feel

First impressions count – choose packaging that makes your brand a sensory experience.

The clever, coordinated use of different printing and finishing processes gives your packaging that certain something at the point of sale. It is the perfect way to convey your brand values and appeal strategically to the sporty, natural or luxury lifestyle of your customers.

3D-embossed logos and the use of soft-touch varnishing or cold foil for the final touch to a printed image add sophisticated texture and give an

extravagant look and feel. The possibilities of enticing finishing methods such as hot-foil embossing, cold foil and scented varnishes are almost endless.

Our product designers work with you to create packaging which underscores the impression you want your product to give, and to strengthen your market presence. Model Kramp is a master of this type of elegant finishing, and well-known

brand producers are already making the most of this expertise for their own success. When will you?

To enable you to experience the look, feel and aroma of packaging printing techniques for yourself, the team in Hanau has produced new product sheets, which you can order from Michael Krapp.



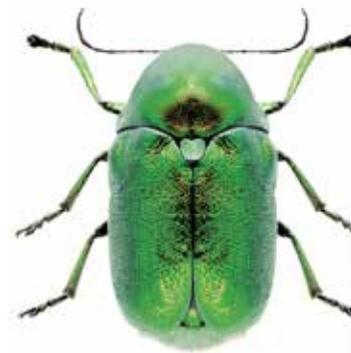
## **Polibothris sumptuosa**

- Silver hot foil
- Nano/micro structure debossing
- 3D embossing



## **Psyllobora vigintiduopunctata**

- Soft-touch varnish
- Nano/micro structure debossing
- 3D embossing



## **Cryptocephalus sericeus**

- Cold foil
- Nano/micro structure debossing
- 3D embossing

### Product sheet

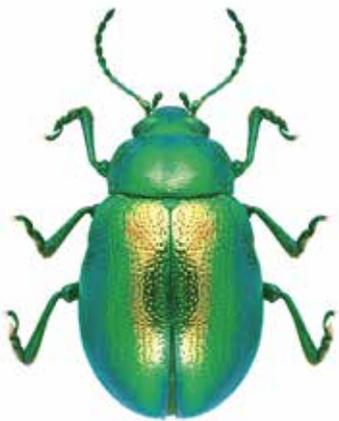
Material: Algro Design Duo 380 gsm  
Manufacture: Inside: 4c, gloss varnish  
Manufacture: Front: Silver lamination (alternative), hot-foil silver, 4c, UV gloss varnish, UV matt varnish, soft-touch varnish, hybrid varnish, silver cold foil, gloss foil lamination (alternative), nano/micro structure debossing, 3D embossing

### Interested?

Contact me!

### Michael Krapp

Head of Sales, Model Kramp GmbH  
T+49 6181 6750 141  
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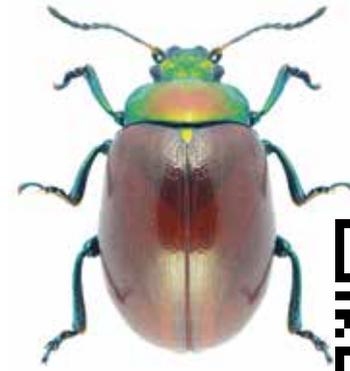
### Chrysolina graminis

- Hybrid effect
- Nano/micro structure debossing
- 3D embossing



### Chrysolina sturmi

- Scented varnish
- Nano/micro structure debossing
- 3D embossing



### Chrysolina polita

- Metallic printing ink
- Nano/micro structure debossing
- 3D embossing

# Open and Play

Model Obaly and Czechdesign have announced the theme of the 22<sup>nd</sup> Young Package competition. Young Package is an international competition in creative cardboard packaging design for young designers.

Model Obaly, of Opava, is the founder and general sponsor of the competition, which aims to motivate young designers to think about packaging design in a new way and to inspire them to develop entertaining solutions. For this 22<sup>nd</sup> competition, we look forward to packaging concepts that will not only protect their products, but also turn unpacking the contents into an experience that will stay with the consumer for some time. We expect to see solutions that employ interactivity, be it packaging designed as a toy, part of a game, or as a special event.

Young designers are invited to exploit modern technology to pack typical presents in a playful way, to design toy packaging that children will play with, and to make unpacking an experience that is both surprising and fun. We hope that designers will include children in the unpacking process and that they will create packaging that kids can enjoy.

The sub-theme of the competition – ‘Packaging as a Game’ – is a contrast to last year’s more serious theme of ‘Package Unlimited’, which had young designers and students design packaging with multiple uses. The winner of Young

Package 2016 was Matěj Peca, a student at the University of West Bohemia in Plzeň, who won over the jury with his multi-purpose pizza box that can easily be transformed into a waste bin. In addition to financial and material prizes for all placed entrants, one of the winners will also receive a prize in the form of a three-week paid internship at the Model Obaly Innovation Centre. The lucky designer will have a great opportunity to learn about the creative processes in a highly professional company and to contribute with his or her ideas to the creation of solutions for the company’s customers. The expertise of the Innovation Centre’s experienced designers is being sought by an increasing number of both Czech and foreign companies, providing a significant competitive advantage on the highly saturated cardboard packaging market.

A number of previous Young Package competitors have gone on to become respected designers in renowned companies and organisations such as IKEA, Electrolux, Tescoma and even NASA.

The 21st competition saw more than 700 applications from several dozen countries in Europe and around the world. There were even entries

from as far afield as Vanuatu, Ecuador, Thailand and New Zealand.

Today, Young Package ranks among the ten most important packaging design competitions in Europe ([young-package.com](http://young-package.com)).





# A new platform: Obalko

The professional public had to wait quite some time for a common platform that would allow brand owners and packers to exchange useful information and insights, find inspiration for new products and meet interesting people from within the industry. This vacuum prompted ATOZ to prepare the very first Obalko congress. Opava-based Model Obaly has been actively supporting the congress since its second year.

## Obalko 2014 – Gold Partner

The Model Innovation Centre was tasked with designing a presentation stand for this congress. The concept harmoniously combined industrial design elements with various interesting packaging design solutions developed by the Innovation Centre. In parallel, the team also designed a photo booth for the evening programme that was similar in design to the presentation stand and featured many fun slogans. It proved a hit with the congress participants, who had a great time taking souvenir pictures with their business partners.



## Obalko 2015 – Silver Partner

The Innovation Centre was also charged with preparing our presentation booth for the 2015 congress – this time as a relaxing resting space. It succeeded in combining a range of the possibilities offered by packaging production, using corrugated cardboard pallets with the symbols of an apple and a tree representing the material's eco-friendly nature. Design elements also included cardboard benches for visitors to sit on and relax. Hundreds of apple-shaped boxes filled with dried apple were handed out to congress participants.



## Obalko 2016 – Silver Partner

Model Obaly's theme will be environmental protection. The idea is to present the link between paper and nature. It would be easy simply to highlight the recyclability of our packaging and its re-use in our production, but our designers have decided to take a different approach. Paper is actually a biomass that often stays out of the recycling chain, ending up at illegal dumps, or being used for fuel. We want to show that this 'waste' can be turned into something positive to make our surroundings more beautiful, greener, and healthier.

**See for yourself and visit the 2016 congress from 13.10 – 14.10!**  
[obalko.cz](http://obalko.cz)



# MODEL OPAKOWANIA

There was cycling fun for all the family on offer at the Model Cycle Rally – the ninth time this popular event has been held. Organised by Model Opakowania in Biłgoraj on 25 June, this year's rally took India as its theme.

Entrants in the Model Cycle Rally embarked on two different courses of varying difficulty depending on the riders' abilities. The first, for families, was 18 km in length on a route across tarmac, field and gravel paths. Riders had approximately three hours to complete the course. The second course was designed for the youngest riders – children under the age of eight and their supervising adults. It covered 5 km and included a break on the PZU health trail along Bojary Lake in Biłgoraj, which everyone was happy to take. Each registered entrant received a T-shirt, a pass with lanyard, and water.

Reflectors in different colours designated the individual teams. Each was led by two experienced members of the company's own Model Bike Team. The course started at the Model plant, and entrants had a very special task to complete before reaching the finish: to collect badges that they could then exchange for souvenirs.

Having completed their course, the riders met back at the plant car park for a family picnic. There, the organisers had a whole variety of attractions in store, including a Bollywood dance course, henna tattoos, a rickshaw made of corrugated board, and a photo opportunity with the Taj Mahal in the background. Alladin Bogdan and his Indian princesses ensured that a fun time was had by all.

The event also offered exotic cuisine such as Indian-style chicken, cinnamon delicacies, and coconut pancakes. The picnic was then rounded off by a colourful dance, complete with Holi powder.



**Many thanks to the following for their contributions and images**

Frank Kötzle, Alfred Kärcher GmbH & Co. KG  
Francesco Spagnolo, DAVID AG  
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#### **Model Box**

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