

Press release 2024: Ströbel GmbH paves the way for company succession

Langenzenn, October 2024 - The 3rd generation of the Ströbel GmbH family business is in the starting blocks. In line with the company motto ' Sicher. Gut. Verpackt.', customised and sustainably produced packaging will continue to be produced and sold with matching packaging accessories. Martin Ströbel, grandson of company founder Gerhard Ströbel, has already been a member of the Ströbel GmbH management team for a year. As COO, he is responsible for technology, production and logistics. The succession will take place in the company from 2027: Martin Ströbel will take over the management from his father and current CEO Rainer Ströbel on the company's 50th anniversary. The plan is to have a three-man management team with COO for Sales and Marketing Matthias Mandel and COO for Controlling Christian Jeschke in order to strategically strengthen the family business for future challenges. Rainer Ströbel will then step down from operational management and will continue to be available in an advisory capacity.

Fit for the future: integrating the next generation

Martin Ströbel's professional career clearly shows how essential proactive planning of management succession is for the continued success of a company across generations: as a 16-year-old, Martin Ströbel helped out in the warehouse and in production in his father's family business during his school holidays. After qualifying as an aircraft mechanic, he completed a 6-month apprenticeship at Ströbel and worked his way through all the in-house departments in order to get to know the company from the ground up 'I never wanted to be a son by trade, I wanted to work my way up from the bottom,' says Martin Ströbel. 'I realised that our employees are proud to wear the Ströbel logo on their work clothes and enjoy working here. I want to continue to support this positive atmosphere at Ströbel in the future.'

A look ahead: business development with state-of-the-art industrial technology

The increasing cost pressure on the flexible packaging market, the constantly growing competition from Asia and the rise in regulatory and environmental requirements for packaging products have prompted Ströbel to rethink the packaging production of the future. In order to meet these requirements, Martin Ströbel and his team developed a new pouch machine in close collaboration with a well-known machine manufacturer. Its innovative ultrasonic welding technology, in combination with 3D printing, provides important impetus for the production of customised packaging: Production capacities are increased thanks to fast welding times of 200 to 300 milliseconds and reject rates are significantly reduced. The

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weld seams can be produced much more accurately and without weak points and without compromising on aesthetics. Particularly sensitive packaging materials remain intact thanks to minimised localised heat generation. Significantly lower energy consumption than with conventional pouch machines also helps companies to realise their sustainability goals.

Reliable delivery and flexibility thanks to production in Germany

Ströbel GmbH relies on in-house production in Germany for the manufacture of customised bags and covers made from high-quality films. Compliance with the highest German and European standards plays a central role in this. The implementation of numerous certification measures and co-operation with reliable upstream suppliers guarantee customers consistently high quality and flexibility. Ströbel GmbH packaging materials are used worldwide mainly in the fields of corrosion protection, long-term preservation, electronics, pharmaceuticals and food.

Sicher. Gut. Verpackt.
www.stroebel.de

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Ströbel GmbH – Sicher. Gut. Verpackt.

Ströbel GmbH was founded in 1978 and has developed over the last 46 years from a two-man operation into a medium-sized company. Today, Ströbel produces and sells packaging made of polyethylene and composite films as well as the associated packaging accessories with over 60 employees at its site in Langenzenn (Bavaria). The Ströbel GmbH product range consists of film packaging, desiccants and accessories required for safe overseas transport. Ströbel GmbH packaging materials are mainly used in the fields of corrosion protection, long-term preservation, electronics, pharmaceuticals and food. The customer base of system supplier Ströbel GmbH includes companies from the food industry as well as large mechanical engineering groups that rely on quality 'Made in Germany'. Ströbel GmbH has been participating in the Bavarian Environmental Pact as an environmentally conscious company since 2009. During production, great importance is attached to the economical use of raw materials. All Ströbel employees are sensitised to constantly optimise the use of energy. With its diverse social commitment, Ströbel GmbH recognises its social responsibility towards its employees, its customers and its region. Further information about Ströbel packaging solutions can be found at www.stroebel.de.

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