

PRINTING **P** **FOR** **F** **BUSINESS** **B** **GMBH**

Auto-ID and Printing Solutions



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Mastering Challenges Together

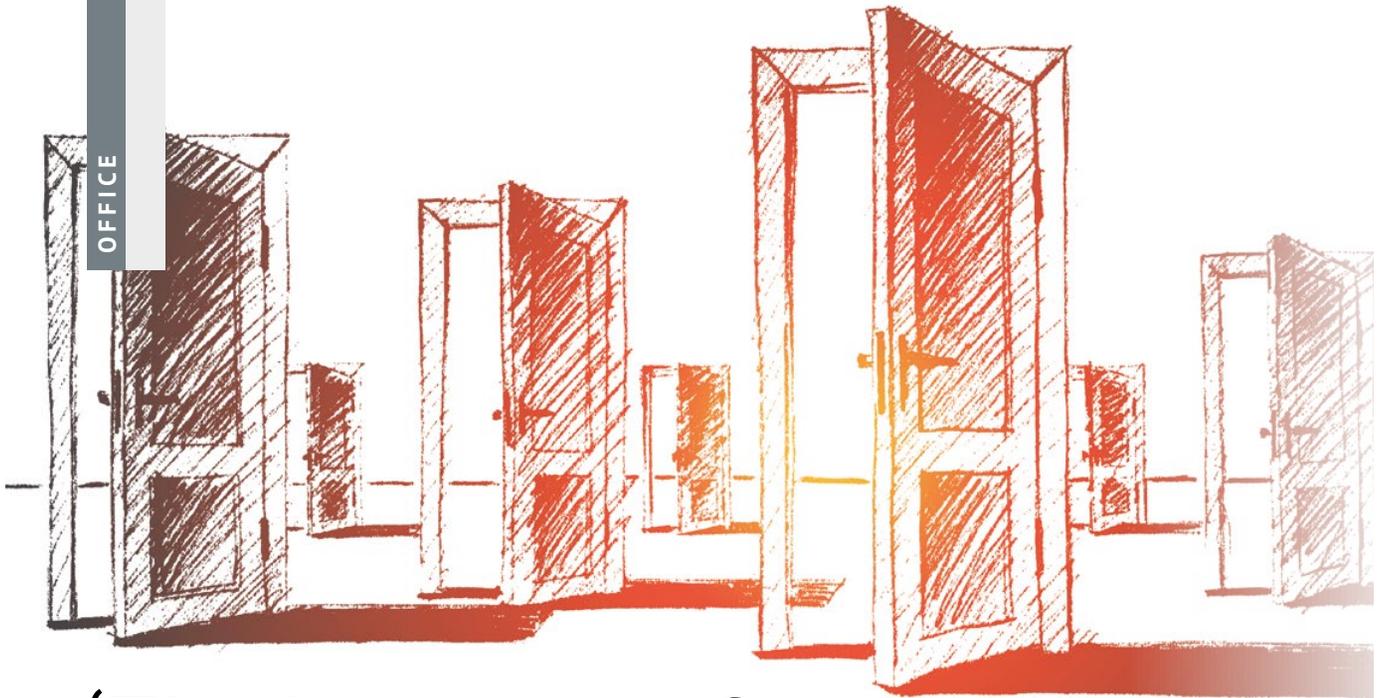
“The last few months have been a very challenging time for all of us. Even though they may not have changed all of our perspectives on economic, health and social issues, they have at the very least been put to the test.

Let us work together to preserve and improve our world for present and future generations. Perhaps each and every one of us can make his or her own “small” contribution. With our products and services, we would like to help you and your business work more efficiently and sustainably.

I hope you enjoy reading our latest information. Please do not hesitate to contact us if we can advise you further.”

Bert Jansen
Chief Executive Officer
Printing for Business GmbH





‘The best way of predicting the future is to shape it’

Developments in society are also changing work processes – companies must react to these if they want to be successful in the long term. The same also applies to Printing for Business GmbH, which, in keeping with the motto ‘be inspired, be resolute, be different’ is always committed to the aim of supplying pioneering solutions.

Printing for Business GmbH (PFB) can look back on more than a quarter of a century of company history – more than 26 years of development, transition, structural change and growth. Yet for all the change that has taken place during this time, one thing has always remained the same: the corporate culture that has been cultivated together. ‘A company’s success depends on the enthusiasm and commitment of its employees. If they are motivated and committed to achieve success, then the company is also successful,’ says Bert Jansen, managing director at Printing for Business GmbH. ‘That is why it is

important for me as the boss to hire employees who fit in well with our corporate culture and can be given the freedom to work independently. It is an informal working environment where everyone can identify with their job and enjoys doing it.’

STRONG CORPORATE CULTURE

Over the past twelve months alone, PFB has been bolstered by a number of new motivated employees who support the team in keeping with the PFB culture. After all, in order to make successful use of the proficiency,

quality and expertise, the company is well aware that it needs a strong team whose members appreciate and help one another and stick together. ‘The corporate culture and the sense of togetherness convinced me to choose Printing for Business,’ explains one of the new employees, Jolanta Biberstein, new market development manager at PFB. ‘I am really impressed by the company’s innovative strength and flexibility and the way in which it rises to the challenges of advancing digitalisation and develops solutions together with its partners.’ Yet the big challenge remains finding and retaining suitable junior staff in a

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JOLANTA BIBERSTEIN, New Market Development Manager at Printing for Business GmbH



world where the size of the working population is dwindling. 'It is very important for me to gain new experience as part of my job. My role focuses on dealing directly with customers, taking responsibility for my own areas and working as part of a team,' says Melina Davids, inside sales manager at PFB. 'I can always put forward my new ideas and suggestions and we then work on developing them together. The open structures at PFB give me a great deal of freedom to help shape processes and develop on a personal level.'

TRUSTWORTHY PARTNERS

The company's core business involves finding fast and flexible solutions and being able to respond to the customers' individual questions in the area of Auto-ID and printing solutions. But this requires partnerships based on trust. PFB works with a wide range of manufacturers and has built up a large network of close cooperation partnerships over the years. 'The personal relationship with our customers is of fundamental importance to us,' explains

Barbara Fröbe, branch manager at PFB in Meerbusch. 'Trust and transparency play a key role here. We advise our customers and talk to them about any changes to the equipment or address the subject of newer technologies.' Talking of changes: PFB views technical progress and the change in consumer behaviour as an opportunity for the business world to develop new models and equip itself with new technologies accordingly. In doing so, products should be manufactured sustainably with as little material waste as possible. ▶

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MELINA DAVIDS, Inside Sales Manager
at Printing for Business GmbH



► For the company's customers, this means that every new element must not only be logged in the warehouse, but also be available in real time when an order is placed. The employees responsible for this process need a constant overview of every process here. In the retail sector, for example, they need the necessary equipment for quickly and efficiently guiding the customers to the required product.

'We must adapt to the changes on the market and gear ourselves towards the individual needs of our customers in order to

guarantee the future of the company in the medium and long term,' explains Jansen. Reinhardt Lindenau, sales professional service at PFB, adds: 'Sustainable development within a company can only take place if technical innovations are used that optimise processes and products from an ecological perspective. We love new challenges and are happy to assist our customers by developing systems that support such optimisation. In this regard, factors such as power consumption, simplified processes and use of fewer materials play an important role.'

CONSTANTLY EVOLVING

What does the future hold? Social, cultural and economic change that cannot yet be predicted. The team at Printing for Business attaches great importance to reacting to changes promptly and, above all else, correctly, while also continuing to evolve by gaining new experiences, acquiring new knowledge and constantly pursuing newly adapted strategies. After all, 'The best way of predicting the future is to shape it.'

Anna Köster ■



FIT FOR THE FUTURE: PFB is guided by the changes on the market and does all it can to meet its customers' requirements with flexible, customer-focused solutions.

RETAIL SOLUTIONS

■ Today's consumers can shop in many ways – for example in brick-and-mortar stores or in various online shops. Regardless of your company's business model, supply chains and order processing must function properly.

CUSTOMER LOYALTY

Customer satisfaction and future loyalty to your company fundamentally depends on quality and reliability. Our solutions enable you to organize your success optimally and above all, quickly. Mobile solutions are the key to equipping you employees with the right hardware.

Our solutions are the perfect fit for the office, for transport and for on site in the shop.

SIMPLIFY WORK STEPS

Our technical solutions increase the efficiency of processes and make work steps easier for your employees. We equip your workforce with reliable, user-friendly devices that can quickly be configured to their needs. We also offer small, aesthetic mobile computers that can be used for all bookings and for stock overviews. This enables your sales staff to respond to all individual requests in real time, enhancing your custo-

mer's shopping experience. Speed up your work processes through transparency and improve your workflow.

INCREASE PROFIT

There are many work processes and work steps in your warehouse and logistics that can be optimized. By speeding up and simplifying individual steps and using the right technology, you can save both time and financial resources. This opens up many, new, simple possibilities for better equipping your company, promoting development or even expanding your operations.

Mobile printers, scanners and computers are practical helpers and all-rounders, especially in the retail trade.





‘Driving innovation together’

Philipp Johannesson, vice president of sales for the DACH region at Zebra Technologies, knows how important it is to seize the opportunities presented by digitalisation and exploit them for the company’s benefit – with Zebra’s technologies, the manufacturer sees itself as a key trailblazer in this regard. Expert partners provide the company with essential support, and none more so that Bert Jansen, managing director at PFB Printing for Business, and his entire team.

FACTS office: *In your assessment, how has the Auto-ID market evolved in recent years?*

Philipp Johannesson: A growing number of industries and companies have reached the stage where they have to implement their digitalisation strategies. And Auto-ID products play an important role here – they essentially represent the interface between the physical and the digital. Plus more and more processes are also becoming standard by law, such as the authentication of all medicines subject to verification in pharmacies using barcode scanners. Accordingly, we have been seeing a steady rise in demand for a number of years.

Bert Jansen: We can absolutely confirm this as an experienced service provider in the area of Auto-ID and printing solutions. Our company is also witnessing a steady rise in demand for Auto-ID products for logistical and industrial applications.

By their very nature, these products are essential for tasks such as process planning and management or the optimisation of processes.

FACTS office: *And what kind of developments can we expect to see in the area of printing?*

Johannesson: Even though there is a trend towards fewer paper printouts in office settings, demand is increasing in the industrial and warehousing environments. Label and RFID printing are an important element of digitalisation; they prepare the world of things for the transition to the digital world. As such, mobile printers and printers in industrial settings are increasingly needed, while demand is dropping in offices. Thanks to our innovative portfolio and our approach of thinking in terms of solutions, we are very well positioned in this respect.

FACTS office: *What role is Zebra playing in the markets and how do you view the company’s core expertise?*

Johannesson: Companies have recognised that they must seize the opportunities presented by digitalisation. In terms of the Internet of things and Industry 4.0, they now have to set the wheels in motion across the board with innovative ideas. With our technologies we are an important trailblazer for precisely this task. This has an impact on various areas. For instance, so-called real-time locating systems will play an important role. And our product and solution portfolio is the best on the market in this regard. Our customers recognise and appreciate that we are focusing on the entire process and workflows – from the tracking of acquisition and analysis data to the implementation of specific measures. The fact that Zebra concentrated on supplying

customised solutions from an early stage is paying off. Then there is fact that we have been tirelessly driving innovation for the last 40 years. Accordingly, we not only supply key technologies for the IoT, such as sensors, barcodes and RFID, but also include prescriptive analytics, the use of data via the cloud using our 'Savanna Data Services' platform and data mining in our solutions. All of these things make us a strong and trusted partner on the big digital transformation journey.

FACTS office: *To what extent do you receive support from your partners here?*

Johannesson: The support we get from our partners in sales and marketing matters is one of the most important drivers of our success. A highly trusting relationship exists here, with each party spurring the other on. This especially applies to our collaboration with PFB, which has now been running for the last 15 years. It has evolved on a trust basis, allowing us to work together to achieve a great deal for our customers.

Jansen: When it comes to finding solutions and enhancing existing infrastructures, we are a trustworthy partner to industry. This commitment is rewarded by our customers in the form of long-standing cooperation over a number of years. We work on an equal footing with our partners and want to supply our customers with the right solutions by taking a global view of developments and requirements. This is assured by our comprehensive portfolio and our motivated and committed international team.

Thanks to our excellent relationship with Zebra we are also in a position to realise

'Our customers are on a journey where data plays a key role. On this journey, we want to supply them with the best possible equipment and be on hand to offer them our support.'

PHILIPP JOHANNESSEN,
VP Sales DACH at Zebra Technologies



time-critical and more complex projects. Since international corporations are also among our customers, we can rely on the global presence of Zebra. The personal and individual support in conjunction with Zebra is especially important to me. It allows us to react quickly to developments.

FACTS office: *Mr Johannesson, how much do you appreciate the collaboration with PFB?*

Johannesson: PFB knows and understands our core industries extremely well and also knows the predominant needs within the various companies. The experts at PFB share this knowledge with us, generating a common approach when it comes to developing innovative solutions. PFB always responds to the customers' requirements with fresh solutions and helps them to move forward in matters relating to digitalisation – also

on the basis of their existing infrastructure. Commitment of this kind is absolutely essential to the success of our global business model.

FACTS office: *Mr Jansen, what is the situation with regard to the continuing development of PFB?*

Jansen: Over the past 25 years, PFB has worked hard to achieve a leading position as a supplier of Auto-ID solutions for logistics processes in retail and industry. My aim is to continue to develop our company over the coming years and position ourselves on the market as an internationally successful company by being a competent, reliable and trustworthy partner to our customers and suppliers and conducting our business sustainably with an eye on the long-term picture.

FACTS office: *And how is Zebra currently positioned to be able to react to future demands?*

Johannesson: With our experience and our innovative solutions, we see ourselves as an important trailblazer for the digital transformation. Here we have already achieved a highly promising position on the market, but we will of course continue to work on it. Our customers are on a journey where data plays a key role. On this journey, we not only want to supply them with the best possible equipment for data acquisition, but also be on hand to offer them our continued support. Besides acquiring the data, another field involves analysing it before converting the findings into actions. We are thinking and working in this direction.

Anna Köster ■

'Together with manufacturers like Zebra Technologies, we are permanently working on creating access to markets for our customers.'

BERT JANSEN, Managing Director at PFB Printing for Business GmbH





Sterile-cleaning devices and mobile solutions facilitate many processes in clinics and practices in the healthcare sector.

■ In all areas of healthcare, patient safety is the main focus of attention. This includes both the accuracy and the security of all data. When you have the right solutions you can ensure that no errors occur during treatment.

MANAGING HEALTH

We equip you with the right equipment for all sectors of hospitals, medical practices and laboratories. Your staff can access important data in real time, ensuring that your patients are cared for quickly. Organized patient identity management guarantees that all data is recorded from admission to discharge of patients.

Our printers enable you to print high-quality patient wristbands quickly and to always accurately reconcile all patient data from medical files to medication administered.

MIX-UPS ARE IMPOSSIBLE

Our mobile solutions make many work processes easier for your employees by enabling them to communicate, synchronize data and remain accessible at all times with our compact, easy-to-use devices. Our mobile label printers also make it possible to label patient samples immediately once they have been taken in order to avoid mix-ups. Although mix-ups of patient data are usually detected, they can neverthe-

less lead to far-reaching problems and slow down daily work. The individual patient and his or her health are always our focus. The right printers and scanners can be cleaned and sterilized without damage and used wherever they are needed.

STERILE AND SAFE

You can use our printers in laboratory for labelling test tubes and samples or for printing labels to go in patient records. A well-equipped system greatly simplifies the daily work of all employees and ensures patient safety and satisfaction at all times.



Print what you think



Auto-ID and Printing Solutions

Silberbergstraße 2
57572 Niederfischbach
Fon: +49 (0) 2734 49561 - 0
Fax: +49 (0) 2734 49561 - 20

Uerdinger Str. 74
40688 Meerbusch
Fon: +49 (0) 2150 70938 - 0
Fax: +49(0) 2150 70938 - 18

info@pfb.de
www.pfb.de

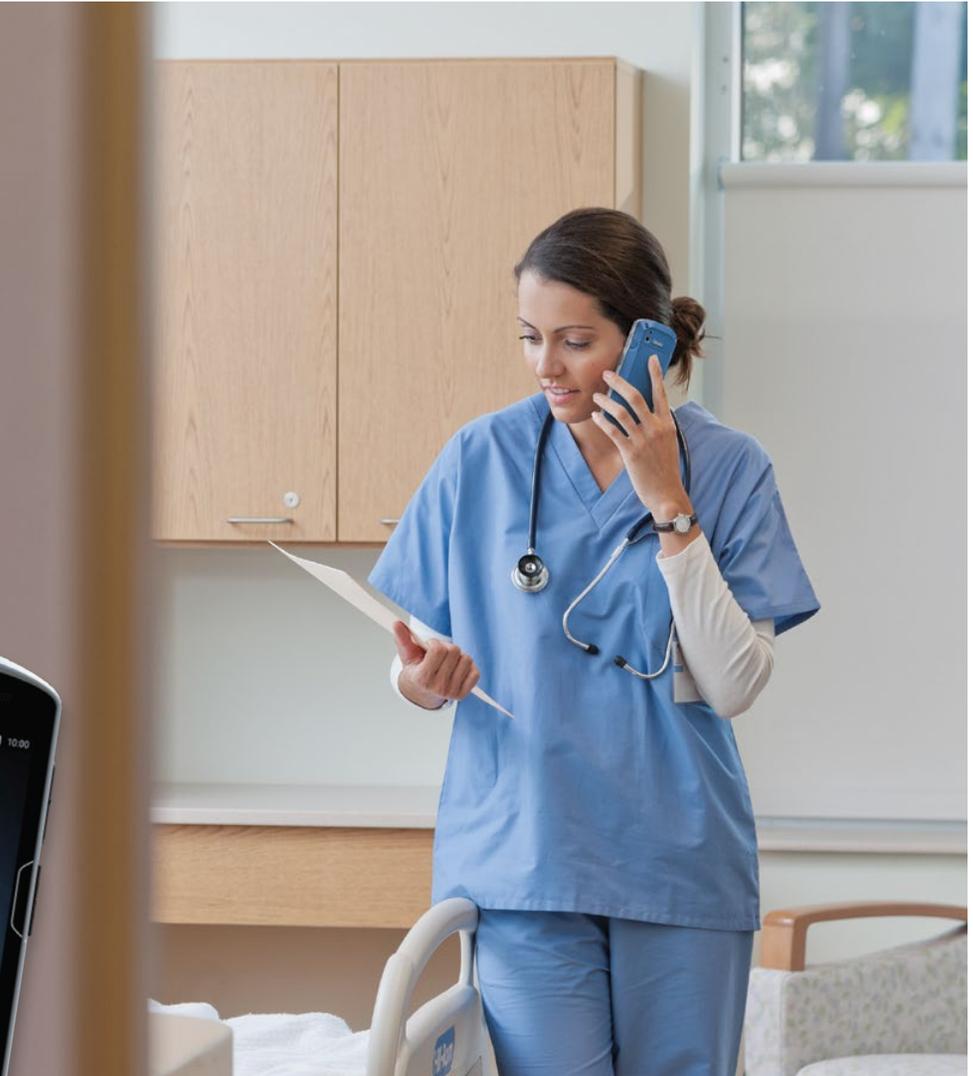
The printers from Zebra Technologies

Compact and user-friendly – We have the right printers for every need: large industrial printers for your warehouse, compact desktop printers for shipping and mobile printers for on the road.

- For use in retail, manufacturing, warehousing, transport and healthcare
- High-quality, flexible and fast printing
- Easy to use and connect
- Versatile connectivity options



ALL IN ONE: Videos, voice recordings, alarms and scanning options – everything is integrated in the mobile computer.



Intelligent helpers

We famously learn from our mistakes – but there are areas where they simply shouldn't happen. In medical settings, for example, where patients require safe treatment. Hospitals use assistance in the form of small mobile computers to ensure that they make as few errors as possible in the workplace while also giving them fast access to necessary documents and enabling them to scan efficiently.

For staff in hospitals and other health-care facilities, it goes without saying that the health of the patient is of paramount importance. In order to guarantee this, the staff must not only be able to communicate with one another quickly and safely, but also access and trace patient data and samples without making any errors. The better this works, the more often it is possible to react swiftly to the patients' needs and concerns. It also cuts the time needed to perform administrative

tasks, which in turn can be better spent on the patient.

INTELLIGENT TECHNOLOGY

First and foremost, there is a desire to prevent medical errors, such as the incorrect identification of blood and tissue samples, resulting in the need for new tests and sample collections. This costs valuable time, not to mention a great deal of money. Hospitals are

therefore increasingly turning to intelligent technology solutions that permit a more efficient use of resources and improve patient safety.

To ensure that the medical staff have the best possible equipment, the company Zebra Technologies has developed a device designed to offer them particularly good support: the TC52-HC Touch Computer, based on the successful TC51-HC model. Compared to its predecessor, it gives users a new platform as



„We want to supply our customers with technology that can be operated intuitively and prevent the occurrence of errors.“

EMILIA BOOS,
Inside Sales Manager at PFB GmbH

mers on whether the TC52-HC is the right model for their particular medical practice or hospital. PFB GmbH is itself among the leading suppliers of printing and barcode solutions for SMEs and large companies throughout Europe and knows how important it is to use the right technology. 'The right equipment ensures that everything is labelled correctly, thereby preventing errors and removing the need for additional tests,' says Bert Jansen, managing director at PFB. 'Accordingly, the patient gets the best possible care.'

Since the TC52-HC weighs just 249 grams, including the battery, it can be carried anytime and anywhere. If things get a little hectic and the small device should happen to slip out of the user's hand, it survives several drops unscathed from a height of 1.20 metres onto tiles or concrete. It also copes effortlessly with extreme temperatures ranging from minus 10 degrees to 50 degrees Celsius. The hygiene aspect is particularly important in a medical setting, which is why the housing is disinfectant-resistant, no matter how many times it is cleaned.

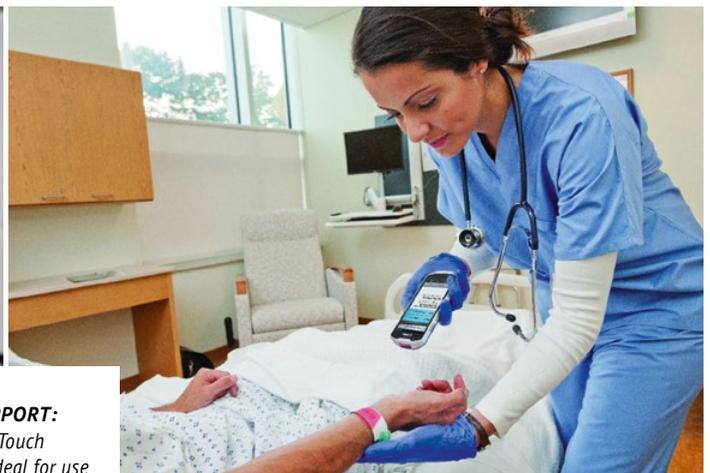
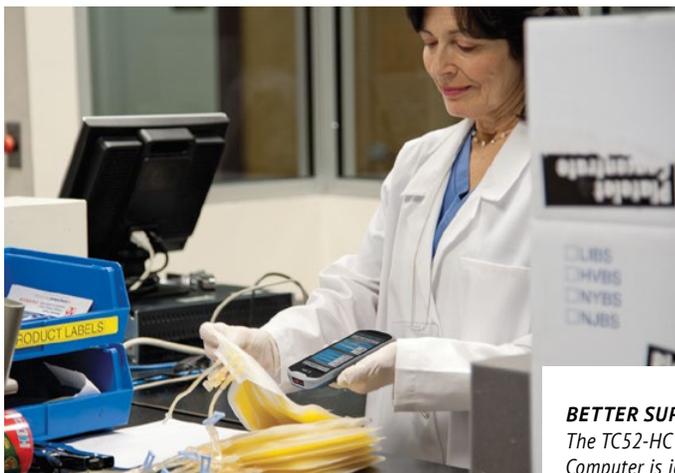
Anna Köster ■

well as a range of additional functions. These include video streaming via a 13 MP colour camera, secure messaging via reliable connections, mobile alarms, warning notifications and various voice solutions. In addition, the small device features three microphones, powerful speakers and state-of-the-art noise cancellation technology so that conversations are crystal-clear. There is also a bar-

code scanning function – and all the necessary data can be read clearly on the five-inch touchscreen.

GOOD ADVICE IS IMPORTANT

Printing for Business GmbH has been a close partner to Zebra Technologies for a number of years and is able to advise custo-



BETTER SUPPORT:
The TC52-HC Touch Computer is ideal for use in medical settings thanks to its wide-ranging functions and disinfectant-resistant housing.



■ Companies that manufacture products and have their own production facilities must meet the high demands of their customers and live up to their expectations.

To stay competitive, they must continually keep pace with new technical developments.

OPTIMIZE WORK PROCESSES

Production plants are based on complicated technical principles and every detail has to work perfectly. Our equipment augments these processes through quality and accuracy.

The simple handling of our print and auto-ID products makes the daily work routine easier for your employees.

TRACKING IN REAL TIME

Track where which products are currently available in real time and call up this data from anywhere via mobile computers. Support your quality assurance employees with sensor tags and readers that will help them quickly identify and solve problems.

Our printers and scanners can be rapidly integrated into your existing system.

The status of individual pieces of equipment

can be viewed at any time as well. Keep an overview of all production steps so that you don't have to worry about downtime.

ROBUST AND FAST

Our printers, scanners and tablets enable you to work in any environment. No matter whether extremely cold, hot or even dirty, we can provide you with the appropriate equipment. Working with gloves is no problem either.

We will help you to find the right products for your application.

Accelerate the work processes in your production and make daily tasks easier for your employees with the latest technology.



Mr. Grumm, we are pleased that you, as a proven IT expert, are willing to give us an inside look into your thoughts on the digitalization.



Harry Grumm
IT-Director Germany
Global Blue Deutschland GmbH

The terms Industry 4.0 and digitalization are currently a hot topic of discussion everywhere. Can you explain these terms to us?

Mr. Grumm: Industry 4.0 is the platform for the digital transformation.

It is the direct networking of people, machines, products and their communication with each other. This platform offers the opportunity to discuss the problems and challenges on the path to digital transfor-

ges on the path to digital transformation and offer recommendations for action and support.

Can you explain how your company benefits from the fact that processes are being digitalized?

Mr. Grumm: Today we live in a dynamic economic environment that is always posing new challenges for us as a financial service provider as we seek to generate an advantage by bringing our products to market faster and more flexibly, thereby allowing us to develop new, profitable business areas.

What changes do you see next year and what will their impact on your work process be?

Mr. Grumm: It is a huge challenge for all of us. In some cases, entire processes have to be restructured so digital transformation can take place. Initially, this will require significant financial expenditure and large amounts of time, but in the end this effort will pay for itself with more efficient and flexible processes.

New innovations may also lead to a change in business models. Is this a blessing or a curse?

Mr. Grumm: In the beginning this change is perceived more as a curse, because it forces us to closely examine existing, functional processes.

This is not easy for most people. It reveals how processes have grown over the years and become confusingly complex. Simplification and detangling of processes is indispensable on the path to digital transformation.

Employees are more likely to accept the introduction of new products if it is possible to implement streamlined, flexible, clear and expandable processes for these new products.

What does sustainability in the IT industry mean to you?

Mr. Grumm: Sustainability is a subject that is becoming increasingly important in all areas of our life on this Earth. Accordingly, IT technology plays an especially important role here.

Increasing requirements for computing power, memory and speed are continually placing greater energy demands on IT technology. In response, the IT sector must accept responsibility for developing more efficient and more economical hardware and solutions.

But IT technology plays an even more important role by helping us better control, store and manage existing energy resources in production.

IT technology can optimize production processes to lower consumption of production materials and energy such as water, electricity, paper, plastics, printing ink, gases, etc.

Mr. Grumm, thank so much for your insight into the world of digitalization.





Track storage and transport of your goods in real time and optimize your routes and work processes by selecting the right hardware and software.

■ Transport and logistics companies face many hurdles including time pressure, compliance with regulations and providing perfect service.

You can benefit your employees and customers by making your work processes more transparent. Our data acquisition systems can display the complete range of storage and transport data.

MOBILITY AND FLEXIBILITY

Mobile devices give your field service employees insight into processes, make them accessible at all times and enable them to

send information to your customers in real time. Optimize your routes via inventory and location tracking. Your products are tracked from receipt of goods and order picking all the way to provisioning and transport.

AGILE PROCESSES

This results in agile and intelligent processes that can be better planned, saving you both time and money. Your employees can work faster and without errors. Easy setup and operation of our scanners and printers enables employees to work anytime around

the clock with no problems.

LOGISTICS SUPPLY CHAINS

Join us on the path of digital change and make your supply chains more efficient.

Cloud solutions are increasingly popular when it comes to digitalization and supply chain networking. Discover the new possibilities for storing data and increasing the transparency of work processes.

We would be glad to assist you in analyzing and optimizing the structure of your existing processes.

CONTACT



Printing for Business GmbH
Silberbergstr. 2
57572 Niederfischbach

tel.: +49(0) 2734 49561 0
fax: +49(0) 2734 49561 20

Printing for Business GmbH
Uerdinger Str. 74
40668 Meerbusch

tel.: +49(0) 2150 70938 0
fax: +49(0) 2150 70938 18

info@pfb.de
www.pfb.de

