



‘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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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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► 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.