



GROUP MANAGEMENT MEETING

Presentation Working Group

SALES

AGENDA DAY 2 – MAY 15TH

09.00 h	Opening - working group presentation (room: Buenos Aires)	All
09.15 h	Organization Update – deep dive	LB
09.30 h	Commercial Excellence Pricing – Experience sharing	FE/LB/RG/group sales
10.30 h	Coffee break	
10.45 h	Added value creation – iPack & Wipak value proposition	PG/TG
11.15 h	Janoschka Academy – Innovations & Printing Expert Services	DJ/FK/GA/TM
12.00 h	Lunch	
13.00 h	Linked2Brands <ul style="list-style-type: none">• What is Linked2Brands?• Sales synergies Converters- & LINKED business	OT OT
14.15 h	Workshop "market needs & trends" – Part 1	group sales
15.15 h	Coffee break	
15.30 h	Workshop "market needs & trends" – Part 2	group Sales
17.30 h	End	

Room: Lissabon
Team Leaders: Frank Eschbach, Rainer Geiger, Sergio Isabel

AGENDA DAY 3 – MAY 16TH

09.00 h	Success Stories – Part 1	group sales
10.30 h	Coffee break	
10.45 h	Success Stories – Part 2	group sales
11.30 h	Fairs – Update Drupa & Fachpack	SJ
11.45 h	Wrap-up	group sales
12.00 h	Lunch	
13.00 h	Result presentation (room: Buenos Aires)	All
15.00 h	End	

Room: Lissabon
Team Leaders: Frank Eschbach, Rainer Geiger, Sergio Isabel

Workshop topics:



- 1. What are our customers' drivers, future needs & market trends (product, services and business models)?**
- 2. Which additional products and services can be sold?**
- 3. What is Janoschka doing better than competition? What makes Janoschka so special for our customers?**
- 4. How can our VMV-statement positively influence our daily business? What could we do better or what are the roadblocks?**



Question/topic working group: TOPIC 1 (Goncalo)

What are our customers' drivers, future needs & market trends (product, services and business models)?

1.1

Question/topic working group:
CUSTOMERS DRIVERS & NEEDS, FUTURE NEEDS & MARKET TRENDS

Feedback question/topic (starting):

- Lower prices
- SPEED TO MARKET (1) ||||| (12)
- COST EFFECTIVE (3) || (2)
- QUALITY PREVALENT & QUALITY IMPROVEMENT | (1)
- LOCAL SERVICE → ON SITE → REMOTE CONTROL PRINTER | (1)
- AUTOMATION (B) ||||| (6)
- ADAPTIVE DESIGN (B)
- DCM FOR THE CUSTOMER, BUT ALSO FOR JAWOCHER ||||| ||||| ||||| (15)
- CENTRAL DATA STORAGE FOR CUSTOMERS (E.G. HANZI)
- E-Commerce
- Local project management & coordination services
- Unique technology / settings
- cover full converters value chain (steel bases, plate making, tooling, repro proofing, etc)
- More Innovations ||||| (9)
- Create Design Agency (added value chain for tobacco)

Benefits:

- EVERYTHING ||||| (5)
- Increase EBITDA ||||| (8)
- market share ||||| (8)
- add value/unique service

Roadblocks / Watch-outs:

- NO GLOBAL ALIGNMENT ||||| (7)
- NO COMMUNICATION ||||| (5)
- NO KNOWLEDGE PLATFORM ||||| (5)
- NO IDENTIFICATION WITH OTHER SBUS
- Specification database / platform
- no investments
- Capacity (human) ||||| ||||| (8)
- customer v1 | (1)

1.2

Question/topic working group:

Feedback question/topic (starting):

- MORE CAPACITY (REPRO + PRODUCTION) ||||| (3)
- REPLACE OF DLS → CELLAXY ||||| (4)
- SHORTER PRINT RUNS / LIMITED EDITIONS
- PAPER PACKAGING (REPLACING PLASTIC) | (1)
- DIGITAL PRINTING | (1)
- PRO-ACTIVITY

Benefits:

Roadblocks / Watch-outs:



Question/topic working group: **TOPIC 1 (Goncalo)**

What are our customers' drivers, future needs & market trends (product, services and business models)?

Feedback question/topic (starting):

- 1) DLM for customer & Janoschka
- 2) Speed to market
- 3) More innovations

Benefits:

- 1) Higher transparency, improve cooperation (between Janoschka & towards customer)
- 2) Increase EBITDA
- 3) Increase market share

Roadblocks / Watch-outs:

- 1) Human resources
- 2) No global alignment
- 3) Missing global platform

Implementation process > actions / action owner / timing:

- 1) Short documentation, & possibility of live presentation of DLM
- 2) Internal presentation & DLM-training (workshop, web-session)
- 3) Roll-out of DLM across all Jano-sites by end of 2019?
- 4) Increased sharing of best practices & global capacity

Action
owner

Timing



Question/topic working group: TOPIC 2 (Joop)

Which additional products and services can be sold?

2.1

Question/topic working group:
WHICH ADDITIONAL PRODUCTS AND SERVICES CAN BE SOLD?

Feedback question/topic (starting):

HIGH	Drathe services (4)
DOUBLE ENGRAVING Bearing change	Photography
X-TREME	Creative composing
BARREL PROOF → Die Cutting tool - Possibility 1	Creative retouching
COLOR ADJUSTMENTS (4)	Digital pre-press
CLEANING CYLINDERS (10)	Animations
PDF DIFFERENT COMPLEXITY DEMANDS/PRICING	Automated artwork
STORAGE COSTS	Remote proofing
PRINT CONSULTING (12)	3D Creation
FAST TRACK ORDERS (10)	Color profiling/management (3)
CAPACITY RESERVATION FEE (4)	Color cards
CANCELLATION COSTS (4)	Press attendance
INNOVATIONS (3)	TRUCK AND IN-HOUSE MAN POWER (202 mm)
TRUCK UP (15)	Printer qualification
Adaptive design	Film sleeves
Design consultancy	

Elbo correction
base repair
FLEXO PLATES VARIOUS SYSTEMS (Korn, Flex, DPA, etc.)
E-Commerce services
Flexo plates for corrugated
DLM ||||| (12)

Benefits:

- INCREASE OF TURNOVER → **EBITDA!**
- OPTIMIZATION OF ASSIGNMENTS
- REDUCE OPERATING COSTS
- Become a "Necessary" Partner ||| (9)

Roadblocks / Watch-outs:

- LACK OF COMMUNICATION ||||| (14)
- REGIONAL/LOCAL CULTURAL DIFFERENCES (10)
- STANDARDIZATION (SANDRING LOW ROLLER) ||||| (11)
- lack of investment
- 1/2 Print Consultants
- Real/Economical access to all technologies everywhere || (12)

Implementation process > actions / action owner / timing:

CREATION OF INNOVATIONS TEAM	Action owner	Timing
CREATION OF GLOBAL TEAMS		

2.2

Question/topic working group:

Feedback question/topic (starting):

create file for engraving ⇒ Job Hotel
checking S&R files before engraving
enforce academy consulting services (e.g. digital printing)
Print Consultancy
fast feedback, good communication.

Benefits:

Roadblocks / Watch-outs:



Question/topic working group: TOPIC 2 (Joop)

Which additional products and services can be sold?

Feedback question/topic (starting):

- 1) Upcharge for fast track orders
- 2) Fee for use of DLM
- 3) Price model for capacity reservation

Benefits:

- 1) Increase sales and/or EBITDA
- 2) Become a more “needed” partner (binding customer)

Roadblocks / Watch-outs:

- 1) Lack of communication
- 2) Standardization – Janoschka Group Roll-out

Implementation process > actions / action owner / timing:

- 1) Internal team to prepare database for products & services
(JtM, GA, GW, SL, BF, ZA, FE)
- 2) Prepare price concept for use of DLM for customers (RG, PG, OT) → use data of 1)
- 3) Alignment on global pricing

Action
owner

Timing



Question/topic working group: TOPIC 3 (Gerd & Deniz)

What is Janoschka doing better than competition? What makes Janoschka so special for our customers?

3.1

Question/topic working group:

What is Janoschka doing better than competition?
 What makes Janoschka so special?

Feedback question/topic (starting):

1. Global footprint. || (2)
2. Global approach.
3. All technology in Janoschka are.
4. We established VMV-statement - start to change...
5. Customer oriented: ||||| (12)
 - flexibility
 - proactivity
 - feasibility
 - we don't tell - "No"
6. High level of Quality/Reputation. ||| (5)
7. JANOSCHKA BRAND/GLOBAL IMAGE | (1)
8. GROUP KNOW - HOW ||||| (5)
9. COLOR MANAGEMENT ||||| (5)
10. IMAGE - TO - PRINT (COOPERATION WITH PARTNERS IN THE INDUSTRY) ||||| (6)
11. ONE STOP SHOP ||||| (5)
12. Solution oriented. ||||| (6)

1.

Benefits:

1. Access to Global customers. ||||| (4)
2. Exchangeability between plants ||||| (5)
3. We can offer any solution for any pack.
4. Higher price
5. More orders.
6. HIGHER TRUST IN JANOSCHKA ||||| (6)
7. STANDARDIZATION ||||| (4)
8. OPTIMIZATION ||||| (4)
9. ADDED VALUE ||||| (2)

Roadblocks / Watch-outs:

- 1-5 Different between locations. ||||| (4)
- 3 Not all technology in each location. | (1)
- 3 long delivery time in case one order spreaded between locations.
3. lack of investment
4. Slow development/decision ||||| (5)
3. SHARE AND USE OF NETWORK GROUP KNOW - HOW || (2)
4. LACK OF TECHNICAL EXPERTS GLOBAL STRATEGY
- NO FOLLOW UP ||||| (6)
- NO SOP / ALIGNMENT ||||| (3)

Implementation process > actions / action owner / timing:

	Action owner	Timing

3.2

Question/topic working group:

Feedback question/topic (starting):

12. Attention to the customer (events, gifts)

Roadblocks / Watch-outs:



Question/topic working group: **TOPIC 3 (Gerd & Deniz)**

What is Janoschka doing better than competition? What makes Janoschka so special for our customers?

Feedback question/topic (starting):

- 1) Customer oriented (flexibility, pro-activity, reliability, we don't say "NO")
- 2) One Stop shop – covering a long value chain
- 3) Image to print (cooperation with other partners within the industry)
- 3) Solution oriented

Benefits:

- 1) Standardization
- 2) Capacity exchange between Janoschka sites
- 3) Access to global customers

Roadblocks / Watch-outs:

- 1) Slow development / decision making
- 2) Missing follow up meetings / actions
- 3) Different between sites

Implementation process > actions / action owner / timing:

- 1) Improve grade of standardization group internal (tbd with operations)
- 2) Share best practice
- 3) Installation of global expert teams

Action owner Timing



Question/topic working group: TOPIC 4 (Björn)

How can our VMV-statement positively influence our daily business? What could we do better or what are the roadblocks?

4.1

Question/topic working group:
 How can our VMV-statement positively influence our daily business?
 What could we do better or what are the roadblocks?

Feedback question/topic (starting):

- 1) ARE WE REALLY THE MOST CUSTOMER ORIENTED COMPANY IN THE INDUSTRY ??? "wishful-thinking"
- 2) How can we bring people to believe into VMV-statement?!
- 3) Right approach? Top → Bottom || (3) ↳ credibility!
- 4) Identification || (2)
- 5) Microcosmos - Thinking should be avoided || || (4) 4.
- 6) Internal communication needs to be ~~appreciated~~ improved || || (8) 3.

GUIDANCE AND PROCESS IMPLEMENTATION || || || +1 (13) 1.

7) ~~FOR~~ A STATEMENT IS NOT ENOUGH, YOU HAVE TO LIVE / SHARE THE SPIRIT OF THE STATEMENT. USE THE GMM TO INVOLVE AND GAIN IDENTIFICATION - NO BETTER OPPORTUNITY AVAILABLE || || || (9) 2.

Benefits:

- 1)+2) live the "Teampreneur" Spirit || || (4)
- More confident with our customers! (4)
- 3) High level of motivation of personal if VMV-implemented.
- BRING MORE CONFIDENCE FROM CUSTOMERS!
- RELIABILITY || || || || (12) 1.
- CREDIBILITY
- LOYALTY
- RELIABILITY

Roadblocks / Watch-outs:

- NO real - (cars due to daily business)
- No resources to be the most customer oriented ||
- Performance (Quality + Delivery) || || (6)
- VMV needs translation - Doesn't mean say YES always || || || || (9) 1.
- What does it mean for each and every one

Implementation process > actions / action owner / timing:

- regular reinforcements
- HAVE AN ANONYMOUS FEEDBACK QUESTIONNAIRE ||

Action owner	Timing



Question/topic working group: TOPIC 4 (Björn)

How can our VMV-statement positively influence our daily business? What could we do better or what are the roadblocks?

Feedback question/topic (starting):

- 1) Better guidance & process implementation
- 2) Live & share spirit of statement (TOP / DOWN)
- 3) Internal communication to be improved

Benefits:

- 1) High level of motivation of employees
 - a) Credibility
 - b) Loyalty
 - c) Reliability
- 2) Higher customer satisfaction

Roadblocks / Watch-outs:

- 1) VMV needs translation
- 2) What is meant for each?

Implementation process > actions / action owner / timing:

Action owner Timing

janoschka
your teampreneur

THANK YOU
FOR YOUR ATTENTION