

## **Janoschka and Kaligraf set to continue and broaden their alliance**

**Kippenheim, 18 April 2019. After two years of co-operation, prepress specialists Janoschka and Kaligraf confirm their intention to continue and expand their alliance. The partners aim to meet the growing market demands in terms of lead times and flexibility.**

Janoschka's Business Unit Brands has been working in close partnership with Croatian prepress provider Kaligraf since 2017, primarily supporting packaging projects for European retailers and brand manufacturers. The partners assist one another in the development and implementation of packaging solutions along the value chain. Joint project management and dedicated resources on both sides are tailored to customer requirements, ensuring fast and flexible project management and execution.

Janoschka and Kaligraf are forming a strategic alliance on 1 May with a co-operation agreement to last for several years. This is designed to meet the brand owners' requirements for quick time to market and a flexible, customised approach to each project.

The joint product portfolio of the two companies covers the entire value chain in terms of supporting brand owners with their packaging solutions from design to print. The focus is always on consistently representing the brand appearance, regardless of the production and printing processes used.

"Our quality standard matches our service philosophy, reflecting our mission and our understanding of a customer-oriented approach. The wealth of experience both partners bring to the table to ensure consistent implementation of the brand, regardless of production and printing process, delivers the icing on the cake. The partnership brings mutual benefits, allowing us to learn from each other and taking the service concept to a whole new level together", says Stefan Hilss, SBU Director Brands, Janoschka Holding.

Janoschka Marketing T: +49 7825 849-243 [sabine.joachims@janoschka.com](mailto:sabine.joachims@janoschka.com)

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#### About Janoschka

Janoschka, headquartered in Kippenheim, Germany, has significant expertise in the prepress area and, with more than 1,600 employees plus an annual turnover of 97 million euros, is among the global market leaders in its sector. As a full service prepress provider Janoschka has a comprehensive product range and, based on a wide-ranging technical know-how and long-standing experience, offers printing tools for gravure and flexo printing, embossing rollers, artwork & reproduction, colour management, cylinder bases and much more besides. The company which was formed in 1976, and continues to be family-run, is represented globally through 25 subsidiaries in fifteen countries across Europe, Asia and South and Central America.

[www.janoschka.com](http://www.janoschka.com)

#### About Kaligraf

Kaligraf is a leading prepress agency based in Zagreb, Croatia, serving notable local brand owners in the food, pharmaceutical and tobacco industries. The agency was founded in 1994 and provides consultancy and prepress services for the packaging industry, supporting brand owners and their brands with their packaging projects along the entire value chain. The company is family-run to this day.

[kaligraf.hr](http://kaligraf.hr)