

## PRESS RELEASE

June 2018

### Schubert's market launch in China

#### On hand for Chinese customers

**Crailsheim (Germany) – Gerhard Schubert GmbH is growing internationally and expanding by opening its first subsidiary in China. The market launch will begin at ProPak China in Shanghai in mid-July 2018, where the Crailsheim-based family business will be presenting its highly flexible, robot-based packaging machines in China for the first time. A Schubert service and distribution site will be founded in the greater Shanghai area by the end of 2018.**

“We want to establish a position for ourselves in the largest market in the world,” explains Marcel Kiessling, Managing Director of Gerhard Schubert GmbH. China is the third largest export market for German food and packaging machinery after the United States and France. Automation in secondary packaging is becoming increasingly important for Chinese producers of food, pharmaceutical products and cosmetics. “We want to take an active part in shaping the Chinese market with the constantly growing need for automation. That means that now is exactly the right time for a market launch. With our highly flexible, robot-based packaging machines, we offer automation solutions that can be used by manufacturers in every industry to make significant increases in productivity, and therefore in competitiveness as well,” says Marcel Kiessling.

#### Customer proximity

Schubert will be opening its first distribution and service subsidiary in the greater Shanghai area by the end of 2018. Shanghai is the economic centre of China. Many large national and international businesses have production sites there. ProPak China, which will be held from 11 to 13 July 2018, is China’s leading trade exhibition for processing and packaging technology. Gerhard Schubert GmbH will be presenting its modular, flexible top-loading technology for the first time at the

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exhibition in Hall 5, Stand G22. It will also be launching its own Chinese website in time for the exhibition. Schubert will also have a presence on the popular WeChat social media platform.

Length of text: 2.050 characters (with blank spaces) / 317 words

### **Gerhard Schubert GmbH**

Gerhard Schubert GmbH is a globally recognized market leader in top-loading packaging machines (TLM). For its advanced digital, robotic packaging systems, the family-owned company from Crailsheim (Baden-Württemberg, Germany) builds on an interplay of simple mechanics, intelligent control technology and high modularity. With this philosophy and a finely tuned culture of innovation, the company has been consistently breaking new ground since its foundation over 50 years ago.

With its TLM technology, the machine manufacturer provides its customers with high-performance future-proof packaging solutions that are robust, easy to operate and flexible in format conversion. The modular design allows for scalability to future requirements. The TLM machines package products of all types and for all sectors – from food and beverage, confectionery, pharmaceuticals and cosmetics to technical items – in trays, cartons, boxes and flow-wrap bags.

Well-known brands such as Ferrero, Nestlé, Unilever and Roche have come to rely on automation solutions from Schubert, as also numerous small, medium-size and family-owned companies. Founded in 1966, the second generation family company currently employs 1,250 people.

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**Image overview**

All photos: Gerhard Schubert GmbH

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Schubert is founding a subsidiary in China: With its robot-based packaging machines, Schubert provides Chinese manufacturers with highly flexible automation solutions so they can make significant increases in productivity, and therefore in competitiveness as well.

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