

Press release

Packaging specialist continues its Europe-wide internationalisation strategy

Rebranding in Birmingham: Jaffabox Ltd becomes Schumacher Packaging Group Ltd

Ebersdorf near Coburg, March 31, 2020 +++ The Schumacher Packaging Group, one of the largest family-run manufacturers of corrugated and solid board packaging solutions (www.schumacher-packaging.com), has now officially renamed its new production site in the English city of

Birmingham: On 1st April 2020, "Jaffabox Ltd" will become "Schumacher Packaging Ltd". The Schumacher Packaging Group acquired Jaffabox, a manufacturer of various corrugated board packaging solutions that is also family-run, in November 2019. At the same time, a generational shift took place in the family that used to own the company: Annette Amyes is now Managing Director in the Birmingham plant and her brother Mark has the role of Sales Director. The rebranding of the English plant emphasises that customers from the United Kingdom can now also access the entire range of solutions offered by the European Schumacher Packaging Group – including consultation, services and logistics.

Full service for packaging, now also in the UK

"Developments in the first few months of the Group operating the Birmingham plant have been really positive," reports Björn Schumacher, Managing Director of the Schumacher Packaging Group. "Our international customers in particular see this as very positive, as we in the UK can now offer the same full service as our other European sites in Germany, Poland, the Czech Republic and the Netherlands." Although the plant in Birmingham is already at a high technological level, the Group plans to push ahead with further expansion there as well. "Depending on the further economic situation in connection with the Corona crisis, we intend to invest six million euros in a first step," explains Björn Schumacher. "The plant in Birmingham has great potential."

Continuity and growth in Birmingham

Schumacher Packaging Ltd in Birmingham will continue to be led by the Amyes family that used to own the company. However, brothers Frank and John Amyes have gone into well-earned retirement and have passed their operational tasks on to the next generation, Annette and Mark Amyes. "Our British customers are happy about the continuity at our site," states Managing Director Annette Amyes, "they will continue to be supported by familiar faces with excellent expertise, creativity and reliability. At the same time, they welcome the fact that we are once again hugely extending our range of services. In association with the large, international Group, we can offer our customers an even broader range of packaging solutions that are as innovative as they are efficient, and can open up new possibilities throughout Europe." The response from the employees in Birmingham has been very positive, reports Annette Amyes. "We are all certain that being part of the strong Schumacher Packaging Group is the ideal basis for continuing the success story of our site."

Internationalisation strategy on a European scale

With the integration of the plant in Birmingham, the Schumacher Packaging Group now operates 16 production sites in Europe – in Germany, Poland, the Czech Republic, the Netherlands and the United Kingdom. Customers appreciate the widespread European market presence and the consistently high standards of technology, quality and service. The owner-managed Group, which currently has a workforce of around 3500 employees, see itself as one of the leaders in the packaging industry when it comes to productivity and technology. In the 2019 financial year, Schumacher Packaging posted a turnover of EUR 648 million.

About Schumacher Packaging

The Schumacher Packaging Group (www.schumacher-packaging.com) has its head office in the Bavarian town of Ebersdorf near Coburg and is an expert for tailor-made packaging solutions made of corrugated and solid board. The medium-sized, owner-run company has been one of the productivity and technology leaders in the packaging industry for many years. One important strategic advantage is that Schumacher Packaging combines a wide presence on the European market with uniformly high technology, quality and service standards at every location. The extensive product portfolio satisfies the packaging needs of many different industries and extends from packaging for transport, automatic machines and sales, as well as folding boxes and trays through to gift packaging and displays. Schumacher Packaging also develops and produces customer-specific, turnkey packaging solutions. In its capacity as a full-service supplier, it provides extensive services for all stages in the supply chain.

The company has been located in Ebersdorf near Coburg since it was founded in 1948. Other German production sites of Schumacher Packaging are located in Bielefeld, Forchheim, Greven, Hauenstein, Schwarzenberg and Sonneberg. Five other business establishments are operated in Poland: One each in Bydgoszcz and Grudziądz and two in Wrocław; in 2016, the Group also took over a complete paper factory in Myszków. The Breda plant in the Netherlands is a production site for displays, the Nýrsko plant in the Czech Republic manufactures special and composite packaging, and the German site at Lehrte provides co-packing services. Jaffabox Ltd in Birmingham, England, has been part of the Schumacher Packaging Group since November 2019 and is the Group's first UK site. In the 2019 financial year, Schumacher Packaging posted an annual turnover of EUR 648 million. The Group currently has a workforce of around 3500 employees. The large number of renowned reference customers include Bosch-Siemens Hausgeräte, IKEA, Lindt and Würth.

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