




# More cost-effective and sustainable at the same quality: Queisser uses packaging with cold foil from Körber



**Sometimes simple, sometimes striking, but always important – the packaging. It is indispensable, the first point of contact between user and product and of great importance for market success and compliance. When designing and producing it, there are some choices to make.**

As a leading supplier of self-medication products such as pharmaceuticals, food supplements and medical devices, Queisser sells many of its products not only in pharmacies, but also in drugstores and supermarkets. In order to convince consumers, packaging is very important. The company has several million folding boxes produced each year, often elaborately finished with color and gloss effects to stand out on the market and on the shelf. This cost-intensive process can significantly impact the overall results, so new approaches are always welcome. In this case, this means switching from laminated PET cardboard and separate hot foil stamping to Körber's inline cold foil service.

## At a glance

 Challenges	 Solution	 Customer benefits
<ul style="list-style-type: none"><li>• Attractive packaging is an important part of Queisser's marketing mix</li><li>• Laminated PET cardboard with classic hot foil finishing is expensive and less sustainable (non-recyclable and waste-intensive)</li><li>• Supplier must be able to react flexibly to changing requirements</li></ul>	<ul style="list-style-type: none"><li>• Körber produces using cold foil</li><li>• Inline unit integrated into the printing line enables printing and finishing in a single pass</li><li>• Short set-up times</li><li>• Many different effects and overprinting possible</li></ul>	<ul style="list-style-type: none"><li>• Significantly more cost-effective – at the same quality</li><li>• Improved overall equipment efficiency (OEE) within the printing process</li><li>• More sustainable and recyclable packaging solution with lower energy consumption and less waste</li><li>• Flexible order processing</li><li>• Fast delivery from very small quantities to high volumes</li><li>• Customer and solution-oriented communication</li></ul>



## Hot foil technology is expensive

Queisser's motto is top quality – not only for its products, but also for the packaging. Take Protefix adhesive cream, for example: for many years, Queisser had a high-quality folding box for this product finished using hot foil stamping, printed on a GC1 chromo cardboard laminated with PET foil. "We were very satisfied with the quality of the packaging," reports Kerstin Fehring, who is responsible for the Protefix and Doppelherz brands in Queisser's Purchasing department. "But hot foil stamping and PET lamination were also very expensive, and we can't simply pass these costs on to our customers." This is why, in mid-2022, Queisser started talking to its long-standing partner Körber about how the production costs for the packaging could be reduced without compromising on quality. Körber's suggestion: cold foil stamping.



„Cold foil stamping has many advantages over hot foil," says Gerald Kelm, Key Account Manager Packaging Materials in the Körber Business Area Pharma. "But promises are something our customers hear all the time. That's why we had Queisser provide us with the print data for the Protefix packaging, proactively printed a test sample using cold foil and presented it to Queisser's Purchasing and Marketing departments in the fall of 2022." "We couldn't see any significant difference in quality between the cold foil sample and our own packaging," reports Kerstin Fehring. "However, the costs of the process were significantly lower."

## Cold foil finishing: cost-effective and sustainable

In cold foil finishing, an effect foil is applied to the cardboard to be printed at room temperature during the normal printing process. Traditional hot foil stamping, in contrast, requires high pressure and high temperatures (usually over 100 degrees Celsius) – i.e. heatable tools (stamping dies). It can therefore only be carried out outside the actual production process.

With Körber's modern inline systems, cold foil stamping can be integrated directly into the printing line so that no complex second process step is required for effect stamping – a welcome effect that also has a positive impact on overall equipment efficiency (OEE).



A large variety of other effects can be achieved with cold foil finishing as well. In particular, cold foil allows overprinting with conventional printing inks; therefore, various different hues can be achieved with a simple foil – and all in the same work step. Thanks to high speed and short set-up times, printing processes with cold foil stamping can quickly produce large print runs.

## Körber: Commitment to sustainability

A key advantage of cold foil stamping is its significantly greater sustainability compared to the hot foil process and PET foil-laminated cardboard: the hot foil contains several layers, only some of which are transferred to the cardboard - the rest is waste. In addition, there is no need for recycling, as cartons laminated with PET foil are not a mono-material and therefore cannot be disposed of as waste paper.

In addition, printing with UV inks and opaque white inks results in significantly higher energy and ink consumption.

Cold foil stamping produces considerably less waste and consumes significantly less energy and resources. In addition, no cardboard coating is required for cold foil printing. This also eliminates the use of UV inks and enables easy recycling.



"At Körber, we emphasize sustainability," explains Gerald Kelm. "We are convinced that packaging should be compact, innovative and environmentally friendly, as free of plastic as possible and without material compounds that make it difficult to recycle. That's why our own packaging solutions are made entirely of mono-materials from sustainable manufacturers and suppliers. And that's why we optimize our solutions and processes in terms of resource consumption and ease of disposal."



### Leaving nothing to chance

Körber's test sample had made Kerstin Fehring curious – but she was not yet convinced. Before Queisser opted for Körber, they first inspected the production facilities in Ejpovice, Czech Republic, held numerous consultations and then placed an initial order with smaller runs for the Bulgarian and Polish markets in spring 2023. After all, end customers expect consistency: before even small changes can be made to packaging, it must be ensured that the new solution meets all requirements 100 percent.

The first project was set up quickly and completed without errors in the very first run. "We were very satisfied with the way the order was handled and, above all, with the result," confirms Kerstin Fehring. "Körber passed the test – and we have found a new cost-effective and sustainable packaging solution with a reliable supplier." Consequently, Queisser placed its first major order in August 2023: 340,000 folding cartons for their core market Germany.

### Close cooperation with Körber

„We really appreciate the good cooperation with Körber," says Michael Cords, responsible for operational purchasing and purchasing controlling at Queisser.

"What's important is what is delivered, and that doesn't just apply to the goods. Other suppliers also make cold foils – but it's the commitment that makes the difference.

**„Körber is solution-oriented, delivers very quickly and can react flexibly to last-minute orders and changes in demand.“**

### Kerstin Fehring

Purchasing Department, Queisser Pharma

It started with the way Körber approached us. They acted proactively and invested upfront – which also made it easier for us to convince stakeholders in-house. If requirements change on our side, the agreements are adapted without red tape. Commitment and communication are essential, and with Körber it just fits."

### Full range of packaging solutions as part of the Körber Ecosystem

With its ecosystem of end-to-end solutions for the pharmaceutical industry, Körber offers pharmaceutical and biotech companies a one-stop shop for everything they need to build their "Factory of Excellence": from machinery and equipment for production, packaging, transport, inspection and tracing, to software applications and services, to consulting services for process optimization.

In this, solutions for efficient, safe and sustainable packaging processes play an important role. As a specialist in cardboard packaging for the pharmaceutical industry, Körber offers innovative and high-quality packaging solutions. Körber can develop folding cartons according to individual requirements, has state-of-the-art production facilities for the manufacture of very small quantities or very large runs in accordance with GMP specifications, and provides intelligent solutions to ensure safety, sustainability and better patient compliance. Thanks to its long-standing market presence – Körber has been producing folding cartons since the 1930s – the company has a wealth of experience, efficient management and excellent contacts with cardboard suppliers. This enables Körber to react quickly to short-term requests, even in complex market situations. "Once an order has been placed, we deliver throughout Europe within 10 to 30 days," explains Gerald Kelm. "Major customers with an annual agreement receive their goods within three to five days."



## About Queisser

Queisser Pharma is one of the leading pharmaceutical companies for self-medication in Germany. Founded in 1887, the company develops, produces and markets a wide range of high-quality OTC products for maintaining health - from medicines and medical devices to dietary supplements and cosmetics.

The product range includes a number of well-known brands, including Doppelherz - the best-selling nutritional supplements in Germany. With seven subsidiaries and numerous partners in more than 60 countries, Doppelherz products are established all over the world. Other Queisser brands include the Protefix range of adhesive products, Stozzon Chlorophyll Dragees against mouth and body odor and the Ramend brand with products for natural laxatives.

Queisser Pharma employs around 400 people at its headquarters in Flensburg, Germany alone and generated sales of over 400 million euros in 2023, almost 40 percent of which was generated abroad.

[www.queisser.de](http://www.queisser.de)

## About Körber

We are Körber - an international technology group with more than 12,000 employees at over 100 locations worldwide and a common goal: We turn entrepreneurial thinking into customer success and shape technological change. In the Business Areas Digital, Pharma, Supply Chain, and Technologies, we offer products, solutions and services that inspire. We act fast to customer needs, we execute ideas seamlessly, and with our innovations we create added value for our customers. In doing so, we are increasingly building on ecosystems that solve the challenges of today and tomorrow. Körber AG is the holding company of the Körber Group.

### Delivering the difference in pharma

At Business Area Pharma, we deliver the difference along the entire pharmaceutical value chain by offering a unique portfolio of integrated solutions. Based on in-depth experience spanning consulting, inspection, transport systems, packaging machines and materials, track and trace and software, we understand the challenges in pharmaceutical processes and regulation that our customers face day to day, from the beginning to the end of their production. For them, we deliver the difference to unlock the potential of global pharmaceutical and biotech manufacturing.

# Delivering the difference in pharma

**As your personal partner and expert for the pharmaceutical industry, we support you in all matters relating to sustainable packaging solutions - from design to implementation in your production.**

- Development of a solution tailored to your products and needs
- Advice, planning and further development of the packaging design along your entire value chain
- Supply of sustainable packaging solutions in accordance with GMP specifications for greater safety and improved patient compliance
- Unlock your potential and receive support from over 2,500 pharmaceutical experts at 100 locations worldwide

**Industry Sector**  
Pharma & Biotech

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