

## **Press Release**

Cologne, 16.11.2016

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### **"Origin meets future meets brand essence" - a new market presence for Druckhaus Kaufmann**

The family-owned company of Druckhaus Kaufmann - a modern, owner-managed industrial printing company in its sixth generation has now launched a new market image. The reason was the 200<sup>th</sup> anniversary of the company founded by Ernst Kaufmann in the year 1816.

The printing industry has been subjected to consolidation pressure for several years now. Challenges such as progressive digitalisation and individualisation as well as increasing standards regarding quality and sustainability with simultaneous cost pressures are typical of the sector. The decisive advantage of the family-owned company is its extensive portfolio of services and resultant clear positioning based on a wide value creation chain as a fully vertical web and sheet-fed offset printing company, as well as a focus on specific customer groups and products.

Petershagen Kommunikation, a corporate consultancy partnership for identity-based marketing with headquarters in Cologne, Germany has been providing consultation services to Druckhaus Kaufmann since 2008, and has developed a new market presence for the company that is consistently aligned to its core spectrum of services - ranging from a logo directly derived from the company's identity and a unique corporate design to the position-establishing claim and the central guiding principle for all marketing measures.

"In cooperation with Druckhaus Kaufmann we managed to carve out the identity of the company and the brand of Druckhaus Kaufmann in all its facets. This then formed the basis for drawing up a made-to-measure communication strategy and a creative transcription of the identity into highly effective measures," explained Jens Petershagen, Managing Partner of Petershagen Kommunikation.

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### **The new logo: the essence of the identity.**

The brand logo is a contemporary adaptation of the signatures of several of the company owners and therefore derived one-to-one from the identity. Strongly magnified and in sections, the logotype is additionally used as an element of design to create visual diversity, flexibility and a harmonious whole.

### **"For you. Since 1816.": from claim to guiding concept.**

The claim of "For you. Since 1816." addresses the company's customer orientation genuinely put into practice and also references the 200-year history of Druckhaus Kaufmann. The "For you" principle is therefore a central element of the creative key theme for the new market presence - translated into highly appealing statements in combination with an image world allowing a modern insight into the company, in each case supported by its personal handwriting. The creative guiding principle is manifested throughout the complete spectrum of communication measures consisting of image brochure, business stationery, website and many other forms of marketing - each precisely adapted to the appropriate target group.

### **The 200<sup>th</sup> anniversary: a reason to celebrate.**

For the 2016 anniversary year Petershagen Kommunikation developed a complete concept for the anniversary marketing based on the communication strategy. In addition to event marketing for the celebration events in June this year, a special edition of the ERNST customer magazine was also published with 200 stories from the company.

### **Ideally set up for the future**

"With this new identity we're very well set up for the future. Petershagen Kommunikation has got to the heart of our passion and provided sufficient space for the tradition of our family-owned company." Markus Kaufmann, Managing Partner of Druckhaus Kaufmann.

### **Team and implementation.**

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The identity-based strategy was developed by Petershagen Kommunikation (strategy: Jens Petershagen, consultation: Christin Kaiser/Barbara Wagner) in cooperation with Dagmar König (conception & text) and Stefanie Reeb (conception & design).

Implementing the new marketing presence and anniversary communication was carried out under the management of Jens Petershagen in close cooperation with a team of experts consisting of Dagmar König (text/concept), Stefanie Reeb (design/concept), Raphael Püttmann (design), Professor Jürgen Huber (logo), Dina Fluck (graphic design), Norbert Dietsche (image processing), Newspeak (editing), Songvan (production), Michael Bode and Markus Gin Oh (photography).

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### **About Druckhaus Kaufmann**

*Druckhaus Kaufmann is a modern, fully vertical web and sheet-fed offset printing company based at Lahr, Baden in Germany. With the slogan "For you. Since 1816." Druckhaus Kaufmann offers the complete spectrum of printed products and supplementary services. In addition to extensive further processing of printed products, the portfolio of services also includes complete conception and production of marketing, including web integration. Extensive logistics and dispatch of printed products to end customers is also available. Druckhaus Kaufmann was also named "best catalogue printer of the year", winning the Druck&Medien Award 2015. In 2016 Druckhaus Kaufmann celebrated 200 years of company history.*

*More information at [www.druckhaus-kaufmann.de](http://www.druckhaus-kaufmann.de)*

### **About Petershagen Kommunikation**

*Petershagen Kommunikation is an identity-based marketing consultation partnership with headquarters in Cologne, Germany. Founded in 2008, Petershagen Kommunikation is mainly active for mid-sized and family-owned companies in foundation and change situations, as well as during growth and refurbishment phases. The focus of its strategic consultation services is a systematic analysis of identity for companies and marketing-based areas of action derived from this. Customers of Petershagen Kommunikation come from highly diverse sectors such as industry, energy, waste disposal, recycling, the food industry, traffic, commerce, insurance, law offices, consultation companies and the hotel industry, and mainly in Germany and German-speaking countries abroad.*

*More information at [www.petershagen-kommunikation.de](http://www.petershagen-kommunikation.de)*

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