

Press Release / Case Study

Hair care products from Maribor, Slovenia, are shipped all over the world

One million products every day – Global excellence thanks to maximum productivity

Tuttlingen (Germany), February 21, 2025 – To satisfy worldwide demand, Henkel produces more than a million hair care products every day in Maribor, Slovenia. LEIBINGER printers ensure reliable product coding at exceptionally high speeds.

The Henkel name stands for a portfolio of leading brands, ranging from hair care and detergents all the way through to adhesives. The European Centre of Excellence for Hair Coloration & Hair Care Products, set up in 2024 at Henkel Maribor in Slovenia, is the largest hair care facility in the Henkel Group, with 700 employees. More than 260 million hair care products under well-known brands such as Schwarzkopf, Palette and Syoss leave the factory every year, and are exported to more than 30 countries. Henkel is committed to sustainability and the Maribor site is proud to produce carbon neutral.

Reliable printing

The Henkel Maribor plant operates 22 production lines and more than a million finished products roll off the lines every day. This is only possible thanks to production speeds of up to 180 units per minute. Most of the production lines are equipped with LEIBINGER JET3 UP printers to reliably print all identification codes. "All our printers are networked and receive print texts from the production information system," explains Borut Suhadolnik, PMO Production and Technical Director at Henkel Maribor.

Fully automatic nozzle seal boosts productivity

The robust, high-performance printers are very popular at Henkel Maribor: "The printers start up immediately and print very smoothly. They are extremely user-friendly, which simplifies our employees' work." Borut Suhadolnik greatly appreciates the minimised downtime and maximised productivity: "The LEIBINGER printers have significantly increased the productivity of our lines. Thanks to their nozzle sealing technology, there are no longer any production stops." The fully automatic nozzle sealing technology, called 'Sealtronic', is what sets LEIBINGER printers apart from the competition. The advantage of this technology is that it does not require the cleaning cycles that are typical for conventional CIJ printers. And this entirely eliminates production downtime. How does it work? As soon as the printer stops printing, the nozzle in the LEIBINGER print head closes the ink circuit airtight and prevents the ink from drying out. When the printer starts up again, the nozzle opens and the printer continues printing seamlessly.

A globally listed Henkel vendor



Following the successful introduction of the printers at Henkel Maribor, LEIBINGER was awarded the status of a listed vendor by Henkel worldwide. LEIBINGER's sales partner in Slovenia is also proud of this success: "We are very pleased with the positive feedback from the customer and look forward to further collaboration," highlights Vojko Arzenšek from the Adheziv d.o.o. company: "Fast, high-quality customer service, reliable supply of consumables and our many years of experience in the field of coding and marking are decisive to our success." Adheziv d.o.o. shares LEIBINGER's values, such as high quality, reliability and customer focus, and sees the company as a guarantor for innovative and reliable continuous inkjet printers.





Henkel in Slovenia



Henkel has a history of more than 30 years in Slovenia. Established as a joint venture in 1990, the company was fully integrated into the Henkel Group in 1997. Today, Henkel Maribor has a key position in Henkel's global Consumer Brands Segment. The plant embodies agility, quality and expertise in producing highly complex hair care and styling products, and underscores Henkel's position as a leading industrial group.

If you would like to find out more about the printers and inks from the LEIBINGER portfolio, please visit the LEIBINGER website:

www.LEIBINGER-group.com

Image captions:

	<p>“The LEIBINGER printers have significantly increased the productivity of our lines,” Borut Suhadolnik, PMO Production Henkel Maribor</p> <p>Image 1 Source: Paul LEIBINGER GmbH & Co. KG</p>
	<p>Henkel, based in Maribor, is one of the most prominent Slovenian industrial companies.</p> <p>Image 2 Source: Paul LEIBINGER GmbH & Co. KG</p>
	<p>“Fast, high-quality customer service, reliable supply of consumables and our many years of experience play a decisive role in our success,” says Vojko Arzenšek, from Adhesive d.o.o., the local LEIBINGER agency.</p> <p>Image 3 Source: Paul LEIBINGER GmbH & Co. KG</p>
	<p>The Maribor plant operates 22 production lines and more than a million finished products come off the lines every day.</p> <p>Image 4 Source: Paul LEIBINGER GmbH & Co. KG</p>

	<p>The flexible, high-performance JET3 UP printers from LEIBINGER excel in complex production environments.</p> <p>Image 5 Source: Paul LEIBINGER GmbH & Co. KG</p>
	<p>700 employees produce some 2,500 different hair care products for well-known international brands at Henkel Maribor.</p> <p>Image 6 Source: Paul LEIBINGER GmbH & Co. KG</p>

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About Paul Leibinger GmbH & Co. KG (LEIBINGER)

LEIBINGER is a globally operating specialist in coding & marking systems with headquarters in Tuttlingen, Baden-Württemberg (Germany). The third-generation family-run company, founded in 1948, develops and produces industrial inkjet printers as well as inks for various applications – with a workforce of close to 300. Innovative technologies and an exceptionally high standard of quality are what distinguish LEIBINGER’s advanced coding and marking solutions. As the inventor of a groundbreaking nozzle sealing technology that makes ink-based marking systems much less susceptible to contamination, LEIBINGER ensures greater productivity in the manufacturing of food and industrial products – with tens of thousands of successful installations worldwide. A global network with some 150 distribution partners and subsidiaries in the US and China ensures that LEIBINGER is ideally positioned to maintain close relationships with its many customers worldwide.