

Press release

LEIBINGER Significantly Expands Presence in Brazil

Strategic investments in partnerships, local expertise, and infrastructure drive enhanced service and market reach.

Tuttlingen, Germany – December 19, 2024 – LEIBINGER, a global leader in coding and marking technology, is focusing on Brazil with key initiatives to improve service delivery and meet the demands of local industries. By working with established distributors, leveraging a dedicated local team, and housing inventory in-country, LEIBINGER is enabling businesses to streamline operations, reduce downtime, and stay competitive in Brazil's dynamic market.

Expanding Local Reach to Support Growth

To better serve Brazil's industrial markets, LEIBINGER has enhanced its local presence with key initiatives, including partnerships with established distributors such as Qualijet in the Southeast and Norvac in the Northeast. These collaborations ensure comprehensive coverage for industries like food and beverage, pharmaceuticals, and manufacturing, while also improving access to LEIBINGER's solutions across the country. By housing inventory locally, LEIBINGER further strengthens its ability to respond quickly to customer needs, reducing delivery times and ensuring the availability of products and spare parts. This localized approach emphasizes LEIBINGER's commitment to meeting the specific challenges of Brazilian businesses.

"Our mission extends beyond mere expansion; it's about shaping a future where every package embodies precision and reliability. We are deeply committed to empowering Brazilian businesses with tailored, world-class solutions that meet their unique needs, while ensuring unparalleled support and service for our customers, both regionally and globally."

– Cesar Denadai Rugero, LEIBINGER's dedicated Business Development & Channel Manager for South America

Enhancing Regional Collaboration with Key Partners

Qualijet, headquartered in São Paulo, has been distributing LEIBINGER products for over 15 years. With extensive experience in coding and marking technologies, Qualijet serves a wide range of industries with reliable and effective solutions.

"Qualijet offers the best and most reliable solutions for product marking and coding in the Brazilian market, and we have been distributors of LEIBINGER for over 15 years. This partnership ensures that businesses in Brazil can continue to rely on proven technology backed by strong local expertise and support."

-- Alberto Muro, CEO of Qualijet

Norvac, LEIBINGER's newest partner in the country, brings significant expertise in coding and marking for the Northeast region, focusing on industries such as food and beverage and industrial manufacturing. Their deep understanding of the local market and established customer relationships strengthen LEIBINGER's position in the region.

"It is an honor for Norvac to distribute LEIBINGER products to customers in the Northeast region of Brazil. LEIBINGER's advanced

technology enhances our portfolio, and we are confident that this partnership will help our customers achieve greater productivity and reliability.”

-- Ricardo Campos, CEO of Norvac

Experienced Local Team Supports Market Expansion

LEIBINGER's success in Brazil is supported by its experienced local team. Martin Romero, a long-standing LEIBINGER expert, brings decades of experience to his role as a pre-sales training specialist. He provides technical guidance, conducts product training, and supports partners in integrating LEIBINGER solutions into diverse production environments. His in-depth expertise makes him an essential resource for ensuring smooth implementation and long-term customer success.

Cesar Denadai Rugero, with over a decade of experience in the coding and marking industry, leads LEIBINGER's business development efforts in Brazil. Based in São Paulo, he works closely with partners through regular visits to prioritize alignment and provide dedicated support. Since joining LEIBINGER nearly two years ago, he has played a key role in expanding the company's market presence and tailoring solutions to meet the specific needs of Brazilian customers.

Tailored Solutions for Diverse Industries

LEIBINGER's portfolio of coding and marking solutions is designed to meet the diverse needs of Brazil's industrial sectors, including food and beverage, wire and cable, pharmaceuticals, and egg production. Offering both entry-level and advanced applications, the product range provides reliable performance across a variety of production environments.

The portfolio includes solutions for standard marking tasks as well as advanced models capable of high-speed, high-precision coding. For challenging conditions, such as humid or dusty environments, LEIBINGER offers printers with robust protection, including models rated up to IP66 for enhanced durability.

One of the standout offerings, the IQJET, features a design focused on reducing operational costs and minimizing maintenance requirements. With its ability to operate for up to five years without scheduled maintenance, the IQJET supports consistent production and seamless integration into existing workflows.

LEIBINGER's diverse portfolio reflects the company's commitment to supporting customers in achieving compliance with regulations, improving production efficiency, and ensuring consistent quality across a range of industries.

Opportunities to Join LEIBINGER's Expanding Network

LEIBINGER's commitment to growth in Brazil extends beyond its current network. The company is actively seeking additional distribution partners to strengthen its reach and better serve regional markets. LEIBINGER is particularly interested in partnering with companies that have strong local expertise, established customer relationships, and a deep understanding of industrial sectors such as food and beverage, pharmaceuticals, wire and cable, and manufacturing.

By collaborating with LEIBINGER, partners gain access to industry-leading CIJ technology, including a diverse portfolio of solutions tailored to various applications and production environments. This collaboration ensures not only advanced technical support but also the opportunity to represent a globally recognized brand that has been honored with the

German Innovation Award and the Innovator of the Year title for its groundbreaking solutions.

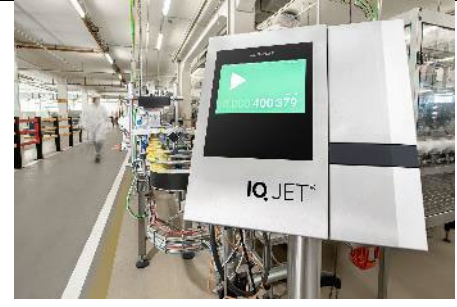


With LEIBINGER as a partner, businesses can confidently address the challenges of coding and marking with reliable, high-quality systems backed by decades of engineering expertise.

For partnership opportunities, please contact:

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Pictures with description:

	<p>The LEIBINGER IQJET marks packaging at the Maggi plant of Nestlé.</p> <p>Source: Paul Leibinger GmbH & Co. KG</p>
	<p>Qualijet and LEIBINGER unveiling the award-winning IQJET for the first time in Brazil at Fispal Tecnologia in June 2024.</p> <p>Source: Paul Leibinger GmbH & Co. KG</p>
	<p>Cesar Denadai Rugero and Martin Romero conducting hands-on training and onboarding sessions with LEIBINGER's new partner, Norvac, in Northeast Brazil. This collaboration equips Norvac with the knowledge and tools needed to provide exceptional service and technical support to customers in the region.</p> <p>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 & marking solutions. As the inventor of a disruptive nozzle sealing technology LEIBINGER is transforming the industry's experience working with Continuous Ink Jet (CIJ), leading to 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.