

## Pressemitteilung / Press Release



### **Contributing to 40 years of company history**

#### **Company jubilee of Jörg Nonnenmacher in eXtra4 production**

Birkenfeld, April 2025. In fact, Jörg Nonnenmacher has known the history of eXtra4 for much longer than 40 years, namely since his childhood. As the second eldest son of company owner Reinhard Nonnenmacher, he grew up next to the former Eisele printing works in the northern part of Pforzheim. His father's company remains the focal point for the majority of his professional career and so the eXtra4 management can today congratulate the technician on his 40 years of service with the company.

At the time of Druckerei Eisele, the classic job printing plant still dominated the affiliated label production facility. So it's no wonder that Jörg Nonnenmacher started his career by an apprenticeship as bookbinder. However, the tide had already turned by the end of his training in 1983 and his subsequent military service: Label production is growing enormously and is developing into a promising sales driver. It has already moved into its own premises away from the print shop, but there is a shortage of skilled labour. For this reason, the qualified bookbinder abandoned his profession after a short time and trained as a label printer there from 1 April 1985. Through on-the-job training, he learns about and handles all label production technologies, from traditional letterpress printing to flexographic printing and die-cutting.

Parallel to his job, he works on his professional development at night school. In 1992, the time had come: Jörg Nonnenmacher interrupted his work in his father's company for full-time further training and returned as a technician in 1994. - Just at the right time, because the labelling production is to become a legally independent company. Already in 1989, the machinery for label production was relocated away from Pforzheim and the print shop to nearby Birkenfeld. Step by step, new structures with their own administration were established there. The technician can now take on management

functions for the modern section of production. The classic production line remains in the hands of proven senior staff.

The company continues to expand. More space for machines and personnel is essential. When the company's own building was planned in 1999, further production methods were added for the management team. With the move to the current company headquarters in 2001, not only additional analogue technologies, such as screen printing, have found a place in the new building, but also digital ones, as thermal transfer printing has found its way into the production possibilities for labels.

The year 2005 set a different course for Jörg Nonnenmacher - both privately and professionally: He marries his girlfriend Helga Sorgenfrei. She left her home in northern Germany for him back in 2001 to support the eXtra4 team in label sales. In the same year, his trainer and mentor, the long-standing plant manager Willy Hofsäß, retires. Thomas Mattner joins the label production management duo and responsibilities are reorganised: Jörg Nonnenmacher looks after all rotative systems, while his colleague looks after flat-operating machines and threading technology.

In 2012, older brother Alex Schickel, already an authorised signatory for many years, takes over the company as Managing Director.

Nevertheless, Jörg Nonnenmacher, now the father of two children,

remains as closely intertwined with the company in his everyday life as his parents, as his wife is also employed there. Fortunately, although the company follows the waves of the economy, it retains a clear upper hand thanks to strong growth in exports and thus survives the coronavirus pandemic unscathed.

At the end of 2022, label production will undergo another reorganisation with the installation of a general plant manager Kevin Krebiehl, who has completed his training as an industrial foreman specialising in paper and plastics processing, is to drive the company's future viability towards digitalisation. As a young packaging technologist, he has already accompanied the company's development on the machines for several years and is familiar with the entire production processes. His position is superior to the divisional managers, which does not initially change their responsibilities in practice.

Only when Thomas Mattner, part of the divisional manager duo, retires in 2024 do tasks have to be redistributed. Jörg Nonnenmacher shifts his focus of responsibility to traditional technologies and administration. He takes on rotative and new technologies as a temporary replacement, but leaves them to younger colleagues for further development. Wherever the future may take the company, Jörg Nonnenmacher will remain loyal to his family business. The

management would like to thank him most sincerely for this.

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### Images with captions



**Fig.1: Jörg Nonnenmacher (2nd from left, back) in 1985 with his colleagues Willy Hofsäß, Mr Ehret, Egon Brenk, Thomas Hofsäß, (from left to right)**



**Fig.3: The management team in 2006, the year of the company's 75th anniversary: Alex Schickel, Jörg Nonnenmacher, Reinhard Nonnenmacher (from left to right)**



**Fig.3: At his desk: the company jubilarian 2025 in the divison manager's office**