Pressemitteilung / Press Release

eXtra4 - Now an Independent Company

Ferdinand Eisele GmbH benefits of their own brand for founding a new enterprise

Birkenfeld, July 2016. With the trademark "eXtra4" Ferdinand Eisele GmbH in Birkenfeld near Pforzheim specializing in identification technology, used to address their offerings to specific target groups up to now: The jewellery and watchmaking industry is being supplied with special labelling solutions worldwide by "eXtra4 Labelling Systems". For industry and trade in other sectors mainly in the northern Black Forest region, the company operates under the label "eXtra4 Identification Systems". Now the company has spun off its expertise in software development together with the corresponding services in the newly founded GmbH "eXtra4 Software + Service".

"A trend which has been observable for years has led us to this step," said managing partner Alex Schickel: "Our company's focus is shifting from specialized labels printing operation to a system house for identification technology."

Ferdinand Eisele GmbH goes back to a printing company with an associated label production founded in 1931. The triumph of the computer in the office communication in the mid-1980s triggers a

process: Due to the use of thermal transfer printers and in-house-developed label printing software, the company starts building knowhow in the field of identification technology.

Today, Ferdinand Eisele GmbH can look back on over 30 years of experience in software development for labelling and product marking. Closely linked to this is the continual growth of expertise on the hardware side: for label printers with different printing technologies, for coding systems such as bar code and matrix code, as well as for corresponding scanners.

Now 4 professionals exclusively work in software development, hardware recruitment and software support. Around 4,000 licensees worldwide use the label printing program eXtra4 written in-house. For years, the company has been involved in the adaptation of RFID to the needs of the jewellery and watchmaking industry and can also gain clientele from the gemstone sector. In addition to numerous individual software modules for data transfer and label printing that have been developed especially for customers from other industries, the youngest "child" of the company is the software eXtra4 gemID for administration and marking of gemstones.

The demand of the market to provide the successful label printing program eXtra4 as an OEM product is the decisive impulse: All

services related to software and services will be outsourced to a new company: eXtra4 Software + Service.

"If software providers - be it ERP in the jewellery and watchmaking segment or process control in other sectors - integrate our eXtra4 as a module in their program, then its local handling is no longer in our hands and responsibility. For this we need to provide the best conditions from corporate side. Here we have created the right legal conditions with the new eXtra4 Software + Service GmbH", managing director Schickel explains his step.

So from July 2016, the sale of all software is run by the new company. Likewise, support services are handled there, both for software and hardware. Sales of printers, scanners and labels, as well as accessories and consumables are done, however, as before, by Ferdinand Eisele GmbH, with their brands eXtra4 Labelling Systems and eXtra4 Identification Systems. "For our customers, everything remains the same," promises Schickel. "Only the legal framework and letterhead have changed. Otherwise, everyone will continue to be taken care of individually with us by the well-established sales team and our proven IT experts."

More information on the Ferdinand Eisele GmbH offer you will find at www.extra4.com and www.extra4identification.de

Images with Subtitles

Figure 1: Logo of the newly founded eXtra 4 Software + Service GmbH

Figure 2: Registered trademark of Ferdinand Eisele GmbH for label solutions and labelling systems in the jewellery and watchmaking industry

Figure 3: Registered trademark of Ferdinand Eisele GmbH for label solutions and labelling systems for industry and trade in other sectors

Figure 4: Alex Schickel, General Manager of Ferdinand Eisele GmbH and eXtra4 Software + Service GmbH