

Bosch presented training concept of new Bosch Packaging Academy

At Interpack 2014, Bosch Packaging Technology, a leading supplier of process and packaging technology, presented its new concept for technical trainings. The division has begun to establish a world-wide training platform under the umbrella brand Bosch Packaging Academy, offering customers and employees a standardized knowledge pool for the entire machine portfolio from Bosch Packaging Technology. "The centrally bundled program makes it easy for customers to choose their suitable training product, especially for topics covering different technologies," explained Severin Diepold, project manager, Bosch Packaging Services.

The Bosch Packaging Academy will comprise individual centers of competence and local country academies. The sites in Crailsheim, Germany and Beringen, Switzerland are the first centers of competence to offer specific technical trainings for the product divisions Pharma and Confectionery and Food under the Academy umbrella. Bosch will integrate further sites into the comprehensive training concept step by step, in order to make standardized trainings for the entire product portfolio available worldwide and from a single source.

Customers have the opportunity to choose from three different training modules: basic trainings for the safe and efficient operation and maintenance of Bosch machinery, advanced trainings for increased productivity, as well as specific programs for specialist topics such as

Good Manufacturing Practice (GMP), servo technology or IT.

Our machinery training aims at imparting technical and machine-specific knowledge for individual customer situations," Severin Diepold emphasized. "This way we make sure that our customers receive uniform trainings for their entire lines and obtain optimum results."

According to President of Bosch Packaging Technology, Mr. Friedbert Klefenz, during the company's press conference at the Interpack trade show in Düsseldorf, by 2020, Bosch Packaging Technology aims to grow considerably faster than the market, and to further expand its leading position in the realm of process and packaging technology around the world. He said "We expect to see fundamental change in the market for packaging machinery. We not only want to react to this change, we also aim to help shape it".

On the basis of its PA 2020 strategy, the manufacturer of special machinery aims to continue expanding its business in the established markets, and to grow especially in Asia and Africa. In addition to this, the company intends to spur further growth by venturing into new fields of business.

Last year, Bosch Packaging Technology's sales exceeded the one-billion euro mark for the first time. In fiscal 2013, the company increased its sales by 22%, from 914 million euros to 1.1 billion



euros. This was largely the result of the first-time consolidation of companies such as Hüttlin, Manesty, and Eisai Machinery. After adjusting for consolidation effects, growth was 6.4 %. Currency effects notwithstanding, Packaging Technology recorded internal growth of ten percent. According to VDMA, a trade association, the packaging machinery sector grew four percent in 2013.

Klefenz Said, "At present, Bosch Packaging Technology generates around 40% of its sales in Europe, 30% in Asia, and a quarter in North and South America. However, for the coming years, a strong regional shift is expected. "Until the end of this decade, we aim to continue growing strongly in the established markets, such as Europe and North America. At the same time, we will generate far more than a third of our sales in Asia," said Klefenz. Africa and the Middle East are also gaining significance.

The pharma segment is one of the drivers of Bosch Packaging Technology's growth. The company has benefited from the sector's dynamic global development. In the past year, it grew nine percent. In total, this field of business accounts for 52 % of the company's sales. "This shows that a growing number of people have access to medication. It is also the result of the global growth of the generics business," said Klefenz. ♦