



A fascination for packaging. **Since 1876.**

## IMPRINT

SHELLING AG company brochure

### Person responsible

Lucien Denier

### Design

Lucien Denier, Delia Gerber

### Photos and image editing

SHELLING AG

### Printing

SHELLING AG



Traditional Swiss  
family-owned company



More than 140 years  
of expertise



6 locations in Switzerland  
and Germany



Approximately 600 employees



40 apprentices

A fascination for packaging. **Since 1876.**

SHELLING AG is an independent, Swiss family-owned company whose rich history and traditions extend back more than 140 years.

As a full-range supplier of high-quality packaging and displays made from corrugated cardboard and solid board, as well as print products, package leaflets, and labels, we offer our customers everything under one roof – the one-stop shop for printing solutions and packaging.

With the headquarters in Rapperswil, the branches in Schafisheim, Oensingen and in Hanau near Frankfurt (Germany) as well as the subsidiary in Reinach (Birkhäuser+GBC AG), SELLING AG has a total of six locations in Switzerland and Germany.

As a family business, we adopt a long-term approach to business, offering all the advantages of an owner-managed company. We are wholeheartedly dedicated to our customers and we also meet our responsibilities to our employees and the environment.



A close-up photograph of a small, vibrant green plant with several leaves growing out of a deep crack in the bark of an old, weathered tree. The bark is heavily textured with deep grooves and cracks, showing signs of age and decay. The plant is positioned in the lower-left quadrant of the image, contrasting sharply with the dark, textured wood.

# SUSTAINABILITY

ISO 9001  
OHSAS 18001  
BRC GLOBAL STANDARD  
ISO 15378 (GMP)  
FSC COC  
ISO 14001  
MYCLIMATE

Sustainability, eco-friendliness and CO<sub>2</sub> neutrality are pivotal issues in today's society. This is leading to a greater demand for environmentally friendly packaging and printing solutions – sustainability as an economic principle. The success factors are economy, ecology and efficiency. Thanks to our own e<sup>3</sup> quality label, this principle applies to all corporate processes. Food safety, Forest Stewardship Council (FSC®) certification and CO<sub>2</sub> neutrality as well as product and brand protection are key requirements when it comes to modern packaging and print products.

Certifications which document the careful use of natural resources are as important to us as industrially relevant certificates. All business- or production-related processes are incorporated into an integrated management system. In order to achieve sustainable and controlled production, all the requirements were put in place in order to fulfil the exacting conditions of the pharmaceutical and food industry. For you, this means that print products, packaging and package leaflets are guaranteed to be free from contamination and all processes can be measured qualitatively and will undergo a final check.

To us, sustainability means not only optimising environmental factors, such as energy, water, waste and emissions, but also a resolute willingness to invest in future technologies and a high level of social responsibility towards employees and their development. As a progressive printing and packaging company, we are aware of our responsibility to the environment and society and this is reflected in our actions.



# OUR QUALITY LABEL



$$\text{ECONOMY} \times \text{ECOLOGY} \times \text{EFFICIENCY} = e^3$$

**ECONOMY** – Cost savings from pioneering packaging systems deliver a significant competitive advantage to users in the market.

**ECOLOGY** – Economic use of resources, reduced transport volumes, energy efficient and environmentally friendly production and full recyclability.

**EFFICIENCY** – Thanks to innovative construction and automated assembly integrated into the production process, the required packaging is produced on a just-in-time basis.

As a leading manufacturer of packaging, we bear a special responsibility towards our customers, consumers and the environment. This is why we created the  $e^3$  quality label as our symbol for packaging, displays, print products and logistics solutions that will pay dividends – for business, and for the environment as well.



# SUBSTITUTES GREEN



PAPER-BASED INSERTS  
PAPER-BASED OUTDOOR BILLBOARDS  
PAPER-BASED FRUIT AND VEGETABLE TRAYS  
BIODEGRADABLE BAGS

Our quality label for economy, ecology and efficiency – e<sup>3</sup> –, is supplemented by the «substitutes green» initiative we launched in 2018. «substitutes green» is the label under which we continuously develop innovative and sustainable products that replace existing packaging and product solutions made of plastic or similar materials with environmentally friendly alternatives made of paper.



# PACK



TRANSPORT AND PROTECTIVE PACKAGING  
SALES PACKAGING  
PRESENTATION PACKAGING  
DANGEROUS GOODS PACKAGING  
E-COMMERCE PACKAGING  
SHELF-READY CARDBOARD BOXES  
TRAYS  
WRAP-AROUNDS

We supply practically the entire industry with our packaging solutions. Whether you require stable transport packaging (available with reinforcing tape and/or pull strip as well), refined high-quality sales packaging, safe dangerous goods packaging, practical shelf-ready cardboard boxes or mechanically erectable trays – the choice is yours.



# PRINT

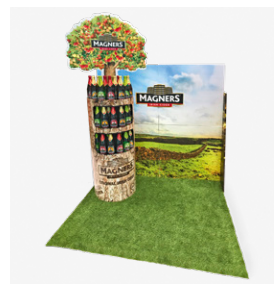
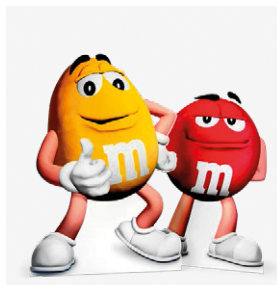
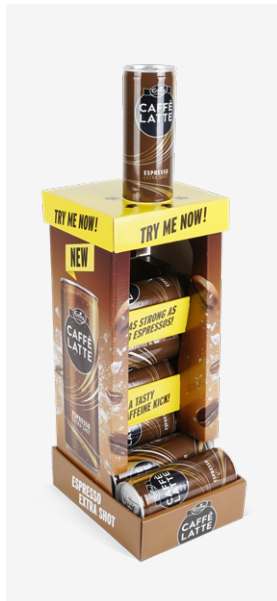


PAPER WRAPPERS  
PACKAGE INSERTS  
FLEXIBLE PACKAGING  
LABELS  
JOB PRINTING  
MAPS

An almost unlimited choice of printing options reflects just how varied our product range is. Ranging from refined chocolate wrappers, tiny small-fold package inserts, attractive printed advertising materials, labels that promote the safety of your products, through to large maps and quirky mailings for your customers: Come to us – we can do it all!



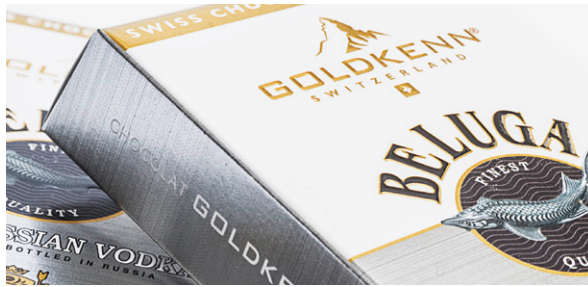
# DISPLAY



- STANDARD DISPLAYS
- PRODUCT-CARRYING DISPLAYS
- ACCOMPANYING PRODUCT DISPLAYS
- COUNTER DISPLAYS
- MOBILES
- OVALOS
- CHUTES
- TEMPORARY STORE REMODELLING

Whether for in-store advertising, shop-window decoration, a promotion or temporary store remodelling – a display hits the nail on the head. If you have a wish, we have an idea. You can rely on our unique expertise and on our display concepts working perfectly in practice – just see for yourself.



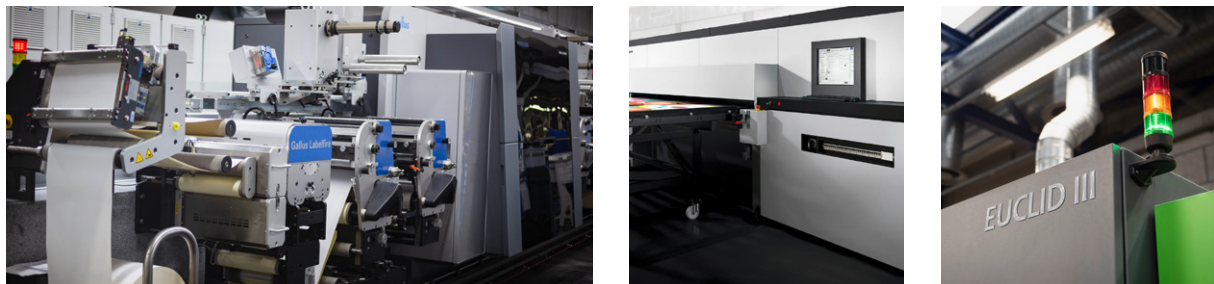


# REFINEMENT

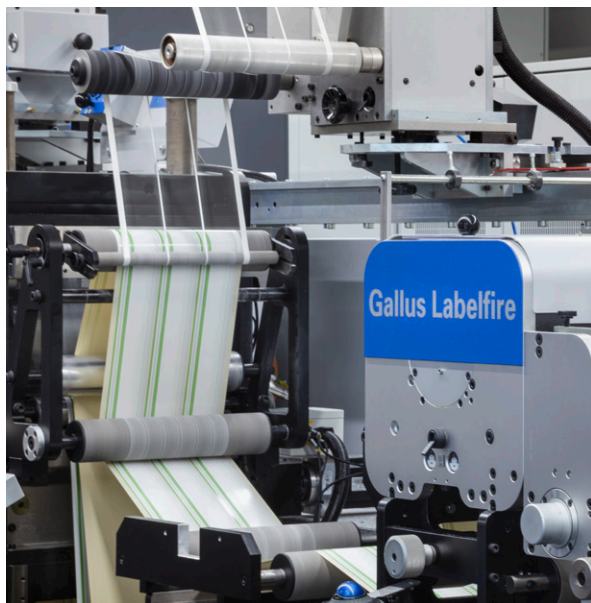
- RELIEF PRINTING
- BLIND EMBOSSING
- LASER PUNCHING
- METALLIC EFFECT COLOURS
- RELIEF VARNISH
- SOFT-TOUCH VARNISH
- UV VARNISH
- SCENTED VARNISH
- HOT FOIL STAMPING
- COLD FOIL STAMPING
- WINDOW FILMS

Our various refinement options increase the quality and value of your printed products and allow you to stand out from the crowd. Your products ability to address multiple senses lends it a distinctive character and makes it more recognisable and impressive. A huge number of combination possibilities for all types of refining techniques ensure a high-quality feel and an extraordinary appearance for your products.





# DIGITAL PRODUCTION

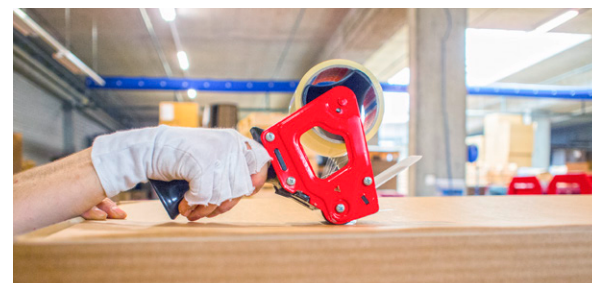
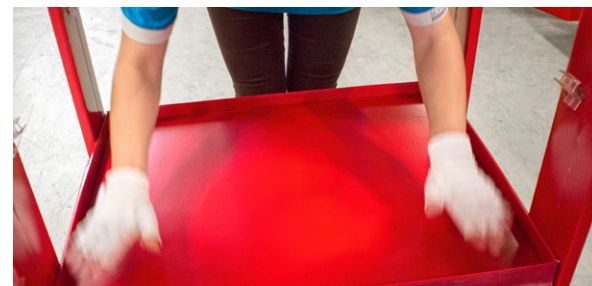
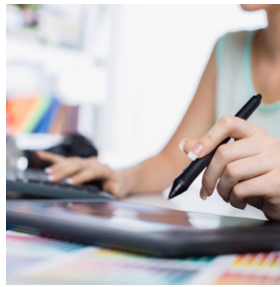
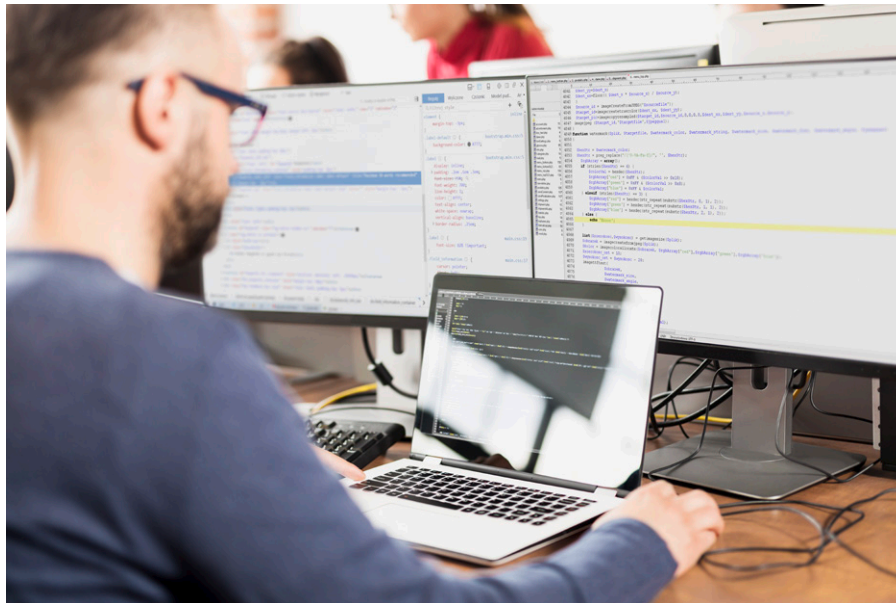


DIGITALLY PRINTED  
DIGITALLY REFINED  
DIGITALLY PROCESSED

Our «Sustainably Digital» strategic initiative focuses on developing and investing in new digital solutions. By digitalising our production operations, we are offering our customers a unique, flexible and sustainable experience with all of our products and services. Our latest generation of digital manufacturing facilities allows us to set standards for creativity, quality and performance, making us one of the most innovative companies in the printing and packaging industry.



# SERVICES



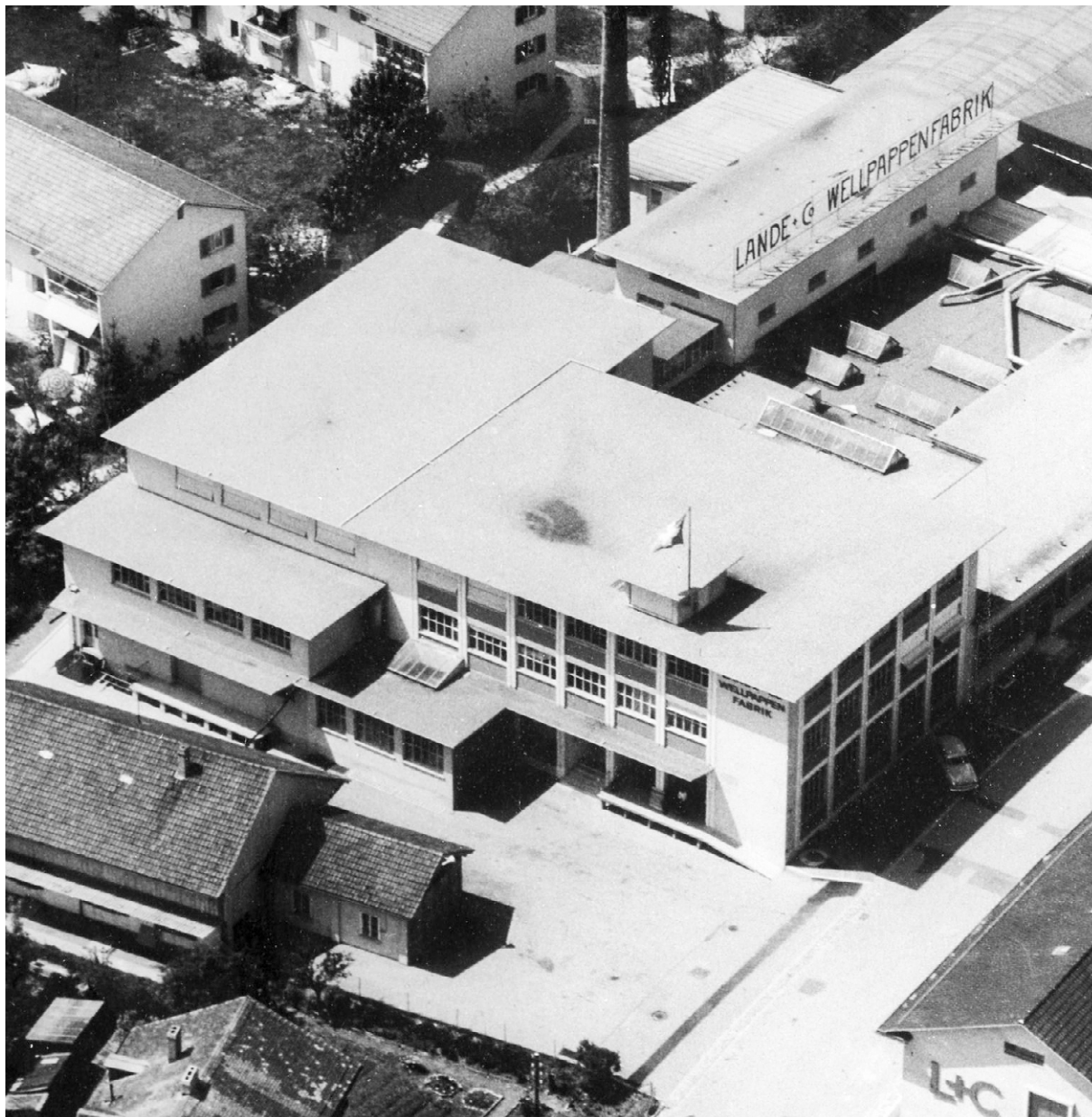
PRODUCT DEVELOPMENT  
PRELIMINARY PRINT PREPARATION  
ADDRESSING  
PERSONALISATION  
CODING  
ONLINE PRINT SHOP  
WEBSITE CREATION  
MEDIA CENTRE  
DATABASE DEVELOPMENT  
INSOURCING  
PACKING AND ASSEMBLY  
LOGISTICS/WAREHOUSE MANAGEMENT

The demands placed on us all in a globalised and interconnected world are constantly increasing. To be more successful, more economical or simply faster is not a wish but a must. We understand this and therefore always embrace the whole process in our thinking. Our wide range of services enables you to maintain and even increase standards or conformity on the market.

Our sales and advisor team has wide-ranging experience to provide you with support on-site. Alternatively, you can create your product together with our specialists in one of our development departments. We do everything we can to reach your goal.



# HISTORY



- 1876** Establishment of Langenbach AG, Lenzburg (relocated to new building in Schafisheim in 1993).
- 1879** Establishment of Birkhäuser AG.
- 1896** Establishment of Huber+Anacker AG, Aarau (merged with Trüb-Sauerländer AG and Wassermann AG to form REGIA HighPack AG in 2004, and relocated to new building in Oensingen).
- 1918** Establishment of Lande AG, Zurich (relocated to new building in Rapperswil in 1967).
- 1994** Establishment of sales office Langenbach GmbH in Hanau (D).
- 2001** Acquisition of Langenbach AG by Lande AG.
- 2008** Acquisition of Regia HighPack AG by Lande AG.
- 2009** SCHELLING AG, with headquarters in Rapperswil, is created from these traditional and well-established companies.  
The operations in Schafisheim and Oensingen are turned into branches.  
The sales office in Hanau (D) is renamed SCHELLING GmbH.
- 2014** SCHELLING AG acquires Birkhäuser+GBC AG, a company rich in tradition based in Reinach (BL canton).
- 2018** SCHELLING AG acquires R&S Display GmbH & Co. KG, a company based in Hanau (D).
- 2021** The Hanau locations are renamed SCHELLING Vertriebs GmbH and SCHELLING GmbH & Co. KG.

A long history and a wealth of experience – with a focus on your products. SCHELLING AG is an independent, Swiss family-owned company whose rich history and traditions extend back more than 140 years.





SCHELLING AG  
Industriestrasse 11  
CH-5102 Rupperswil

Birkhäuser+GBC AG  
Römerstrasse 54  
CH-4153 Reinach

Tel. SCHELLING (CH):  
+41 58 360 44 00

[info@schelling.ch](mailto:info@schelling.ch)

SCHELLING AG  
Mülleracherweg 1  
CH-5503 Schafisheim

SCHELLING Vertriebs GmbH  
Marie-Curie-Straße 1  
D-63457 Hanau

Tel. SCHELLING Vertriebs GmbH:  
+49 6181 92357 0

[www.schelling.ch](http://www.schelling.ch)

SCHELLING AG  
Nordringstrasse 16  
CH-4702 Oensingen

SCHELLING GmbH & Co. KG  
Kinzigheimer Weg 114  
D-63450 Hanau

Tel. SCHELLING GmbH & Co. KG:  
+49 6181 9308 0