



APP News

SEED PACKAGING AND SERVICE PROVIDER FOR YOUR CONVENIENCE



» Official ribbon cutting by APP management and children of the owner

NEW BEGINNING

„Every beginning is just the continuation, and the book of events is always open in the middle“ – Barbara von Holtzendorff-Fehling started her speech with these words of Wisława Szymborska. The opening ceremony of the new headquarters of Alpha Paper Pack in Gniezno started with a short retrospection, moving back just 8 years ago and bringing back the breakthrough for the activities of the company.

As the CEO of the company mentions, the most important step in such a decisive moment was the creation of own extensive photo collection which includes today 43.000 photographs of annuals, biennials, perennials, vegetables, herbs and many other theme lines aiming at promoting garden products.

‘When I look back, I am sure that nothing happens by chance. My father was a passionate of photography and always had a camera with him, even at work. I take this passion after him’ recalls Barbara von Holtzendorff-Fehling.

Another milestone in the recent eight-year revolution of the company was the creation of the first program in the world supporting the communication concerning the creation of pack series for the clients, On-

line Edytor. The works started in 2012, the customers could use the program already in 2013. This program significantly facilitated the execution of the orders for packs and it also serves as an archive of the latest visual condition and content of the products. The main assumption was convenient operation without the need of training the customers’ staff.

THE NUMBERS ARE IMPRESSIVE

Since 2008 until today, the company has produced 1.000.000.000 seed packs. The company is able to produce even 20.000.000 packs monthly.

Another pillar of the evolution were the seeds inserted into tapes, mats and discs. Customers, while looking for more convenient solutions, inspired the

owner of Alpha Paper Pack for this type of production. The first orders came in 2013. Since that time the company have released over 50.000.000 pieces of this product. As a result, the company increased the production capacity to 6 main machines and 14 processing machines.

Consequently, upon the request of the customers, the third business activity has developed: assembly and packaging service.

‘We combine a pack, a box with tapes, mats, discs and create the final product upon the request. The contracting parties are offered efficient and individual solutions of the subcontracted confection tasks. We develop the technical possibilities as well as the machine park in this area’, the president, Barbara von Holtzendorff-Fehling explains the strategy of the company.



» Many guests and employees attended the opening of APP plant

A BRAVE DECISION

In 2014 the Management Board of the Company took the decision about constructing a new facility. It currently offers 4000 sqm, including approximately 3600 sqm of the production surface and 400 sqm of the administration surface to execute the customers’ orders. As Barbara von Holtzendorff-Fehling underlines ‘Efficient processing of the orders in the new plant gives the customers the guarantee of quality and quick lead times.’

‘Congratulations to Alpha Paper Pack on such wonderful development, efficient management and huge passion which all contributed to perfect stand-

ing of the company at the highest level’, said Jarosław Olewicz, the director for strategy and de-

velopment of ‘Biznes Ogrodniczy’, who took part in the ceremony.



» Performance by the contestants of ‘Must be the Music’, Pamela Zakrzycka and Krzysztof Herian featuring Sonia, the daughter of the owner

COMFORT COMES FIRST

Success in gardening is necessary to attract new generation to its adventure with seeds. Therefore, there are products of easy seeds type: tapes, mats and discs with seeds with applied starter fertilizer and even the membrane preventing the growth of weeds.

APP develops the technical possibilities and the park machine in this area on a current basis. That is not the end: common product for the garden must be updated and made more attractive as it is facing the confrontation with a new type of purchasing power, a young generation brought up under the influence of new technology and media, the Internet and smart phones. No matter if it is convenience or slow food, eco, bio or vegan, easy, funny or the one combining all of these characteristics.

Therefore, APP goes for convenience & seeds. As early as today, it is able to offer the products which will make the offer more attractive and modern for the customers and it is definitely not the end.

APP is currently conducting a number of laboratory research and tests for new combinations, from the sprouts, through microgreens to standards, and it is all based on the seed materials provided by the customers with the aim of improvement. The creative common work with the customers on the novelties is the result of mutual inspiration and creative cooperation. This part of activity is particularly motivating for the company.

Also when it comes to media promotion of common products, apart from the ongoing expansion of the photo collection, APP has some interesting ideas that the management board does not want to reveal at the moment.



» Tape with seeds for flowerbeds



» Different convenient forms of seed distribution in the cellulose



» Patrick Wiese provides information for German speaking visitors



» 3F: 3-functional seed pack

ONLY 1 PER MILLE OF CLAIMS

Despite the turmoil in 2008, retention of the customer trust was of the utter importance, of the customers who stayed with the company and continued the cooperation.

The management board of APP company wishes to thank all those who believed that everything will end up with a success.

Since 2008 until today almost 1.000.000.000 seed packs have been produced. Not even 1 per mille of that figure was claimed. It is because of the company's experience and competences of the staff, control systems and the machine park. Currently, the monthly capacity amounts to 20.000.000 seed packs, which means the company may produce many more products of almost perfect quality.



» Examples of wide product range of APP



» Guests paid a lot of interest to the production of seed packs

GIANT COLLECTION

The cornerstone of the new group was the necessity of creating own photo collection.

Currently, Alpha Paper Pack may boast about efficiently functioning pho-

to bank, with 43.000 motifs, which can without any problems meet the customers' expectations for annuals, biennials, perennials, vegetables, herbs and many other theme lines aiming at promoting garden products.

The collection is owned by APP Vienna company,

therefore guarantees full freedom of any decision making and opens the markets of the whole world. All the business guests are aware of the time, work, devotion and self denial to make such an extensive photo collection in such short time.



» Perfect material is necessary in the work of a photographer



» ... as well as good fitness

NOW SEEDS GROW EVENLY

An important pillar of the evolution of Alpha Paper Pack were the tapes, mats and discs with seeds. Customers, while looking for more convenient solutions, inspired the management board of the company to start this type of production.

Thanks to the involvement, not only did we succeed to manage this technology but also develop it by original, unique processes. The first orders came in 2013. Since that time the company have released over 50.000.000 pieces of this product. As a result, the company has increased the production capacity to 6 main machines and 14 processing machines, but it is not the end. The processing capacity amounts today to 40.000 units per shift – it means to 3 million pieces per month.



» Guests had the possibility of seeing the seed tape production secrets



red.

» Easy sowing and organized crops

HISTORY OF CONSTRUCTION



In 2014 the decision was made to construct a new facility. The project became necessary but because of the year full of production orders, the decision concerning the construction was postponed by 12 months.

In such way, more time was provided for the negotiations with potential architects, constructors and financing institutions, for obtaining more attractive conditions of construction. Two companies were chosen from 10 construction companies taking part in the tender. The Management Board took decision to choose Real company, with the architect and the owner Wojciech Pospiech.

The construction processed with the prospect of development and additional 1000 sqm of free space of production surface were obtained and the possibility of doubling the number of workplaces in administration was provided.

Efficient order execution when it comes to logistics in the new plant provide Alpha Paper Pack customers with perfect quality and short deadlines for tasks.

The company has 4000 sqm, including approximately 3600 sqm of the production surface and 400 sqm of the administration surface to execute the customers' orders. The maximum employment during the season can reach 120 persons in production and 30 in administration. About 100 employees are currently employed.



» Numerous employees welcome guests



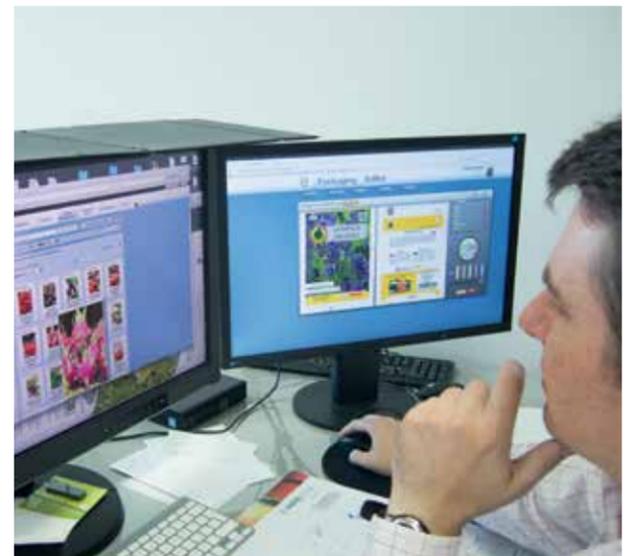
» On stage of the construction

ARRANGE YOUR PACKAGING

A milestone in the eight-year evolution of the company was the creation of the first program in the world supporting the communication concerning the creation of seed pack series for the clients of Alpha Paper Pack, Online Edytor.

The works started in 2012, the customers could use the program already in 2013, it shortened the precious time often wasted for mistaken email or verbal communication.

It is the software working at low resolution which significantly facilitates the execution of the orders for packs and it also serves as an archive of the latest visual condition and content of the products for a customer. The main



» Professional data processing

and first assumption was convenient operation without the need of training the customers' staff. The customers

themselves make the choices in the software, edit texts and save the changes they made.

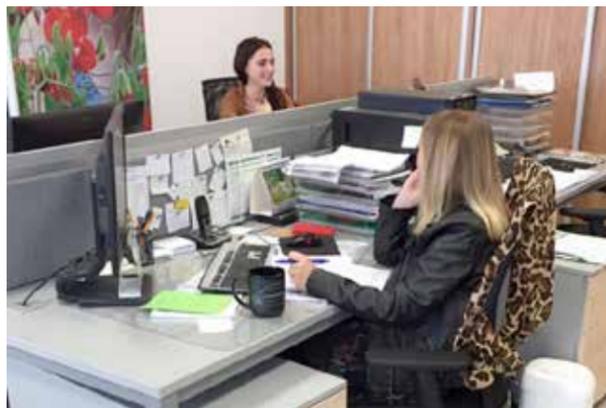
red.

(R)evolution without „R”



» New headquarters of Alpha Paper Pack

Despite of the advanced preparations for the new season, many guests travelled many kilometres to celebrate this day together. Special words of thanks for guests, friends, partners, customers, co-operators, advisors, the representatives of local authorities and financing institutions, staff and the children of the president for the support in creation the new headquarters. On such occasion, Barbara von Holtzendorff-Fehling spent a few minutes bringing back the memories. 2008 was a year of huge economic turmoil for Fehling companies and their staff back then. Following that there was the 'Revolution'. As Barbara von Holtzendorff-Fehling emphasized, today the first letter can be crossed out.



» Open space has its advantages

EVOLUTION

Nothing happens by chance, recalls Ms. Barbara, the CEO of the company. She takes the passion for photography after her father who even developed his own photos in the bathroom, to the mother's despair. Obviously the knowledge of photography rules, particularly macro, is just 30% of the success of the business. It is much more difficult to manage the workshop.

Good plant material and its accessibility is the base. You have to be at the right place at the right time to find this material in appropriate development condition. Particularly root material brings sleepless nights to a good photographer. 2-3 hours are often spent for collecting, initial sorting, washing, further sorting of the material in order to trash it into the com-

post heap.

Ms. Barbara also recalls the conditions she worked in. 'Our studio, from the tent of tailor-made material, located in the field, to a professional atelier with 2 photo stations we reached after 4 years of our activities. It is even air-conditioned to maintain the plant materials, not even to mention the people. I would also like to mention here necessary fitness, as the working day extends to 12-14 hours including Saturday and Sunday, but also some of the photos were taken in positions requiring a lot of effort.'

IT WAS HARD

The work was particularly hard over the weekend. The plants do not know what the weekend is. Barbara von Holtzendorff-Fehling especially referred to her assistants, Kamila and



» Deputy CEO guides one of the Polish groups

Bartek and her children who for a few months over the last eight years have accompanied her in travelling among Poland, Germany, Sweden, Hungary and England.

The beginnings were hard, few people believed in the

success of this undertaking. One of the indispensable partners in such moments was Ms. Margit von Alten from APP Hannover who has been taking care of the

formity of the variety name with the photographed material and planning the program for the following season. All employees of APP Hanover and Fehling Polska, today APP Gniezno, also deserve thanks and recognition, they showed their independent managerial work during the photo season. Big

photo material for over 30 years of her life. She has been professionally and carefully running her own APP photo collection for 8 years, sorting, describing, checking the con-

thanks also for the companies which made their control fields available for the sessions.

Particular thanks for all those who helped with their professional advice and knowledge.

NOW IT IS EASIER

The owner of the company has hopes for the future with full awareness of the economic commitment over the following years. Only one month after the opening, even at the chaos of relocation and limitations, the employees find it much easier to communicate and move among numerous production processes, not to mention the motivation.

The competences of the staff under the direct supervision of Ms. Monika Kozłowska, deputy CEO, and Robert Sobczak, the technical director, have even higher possibilities of proving their skills in new conditions. The region will also benefit from the fact of creating new jobs.



» Mr. Marcin Pogorzałek and his group of visitors



» Technical director Robert Sobczak gives information



... at the end
the After
Party until the
dawn...