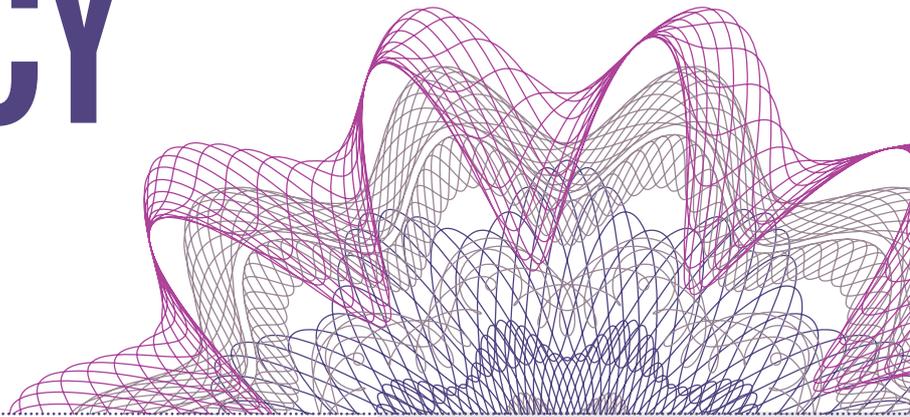


# CURRENCY NEWS™

VOLUME 15 – NO 5 / MAY 2017



## The Four Pillars of Orell Füssli Security Printing

Orell Füssli Security Printing is one of the oldest companies within the industry. With its 500th anniversary just around the corner, we took the opportunity to take a closer look at the philosophy, ideas, innovations and people behind this extraordinary company, talking to the two Managing Directors – Dr Dieter Sauter and Philipp Seewer. They took up the shared position back in April 2014 and their dual leadership, accompanied by what they term the four pillars behind the company's profile, have already proven beneficial to the company's success.

**Q:** First of all, can you describe what the four pillars of Orell Füssli are?

**A:** They are:

- Tradition – printing experience since 1519
- Pioneers – setting new standards within the industry
- Boutique – being an exclusive printer for niche markets
- Aesthetics – aiming for excellence in system integration and design

**Q:** What does it take to reach 500 years in this industry?

**PS:** Throughout 500 years, Orell Füssli's history has been closely linked to the general history of printing. Mr Christoph Froschauer, a scholar of Johannes Gutenberg, the inventor of modern printing technology, moved to Zurich from Altoetting in Bavaria and founded a printing company, and here is where the corporate history of Orell Füssli begins. We are not only very proud of Orell Füssli's rich history, but we are also strongly committed to writing further chapters of its history book.

The printing trade, followed by the publishing and bookselling business, were successfully managed and able to expand. In 1770, for instance, Zurich citizens Orell, Gessner and Füssli founded a publishing house that produced German-language editions of Shakespeare's plays, and the works of Homer.

In 1780 the first edition of Switzerland's leading newspaper – the Neue Zürcher Zeitung – was published. In 1868, the newspaper business was spun off into a separate limited company.

**Continued on page next page >**



Philipp Seewer studied Mechanical Engineering at the Swiss Federal Institute of Technology (ETH) in Zurich. He also graduated with an Executive MBA at the University in Zurich. He has spent over 15 years in the composite industry and, during his last assignment, was Director of Operations at Airex AG, Sins. He joined Orell Füssli four years ago as Chief Operational Officer, and is responsible for security printing operations.

## Award for New Swiss Franc

The Swiss 50 franc (CHF) is the winner of the Bank Note of the Year Award for 2016, made by the International Bank Note Society (IBNS). With nearly 120 new banknotes releases last year, over half were of a sufficiently new design to be eligible for nomination and the CHF 50 was the winner out of a shortlist of 19.

The runners-up in what the IBNS described as 'very tight voting' (by its members) were the Maldives Islands 1000 rufiyaa 'turtle/whale shark' note, Argentina's 500 peso 'jaguar' note, and the Royal Bank of Scotland's first £5 polymer note. The awards are made on the basis of artistic merit, design, use of colour, contrast, balance, and security features

The IBNS has over 2,000 members worldwide, all of whom can nominate the banknotes. Recent winners include New Zealand in 2015, Trinidad & Tobago in 2014 and, for the three preceding years, Kazakhstan.

The CHF 50 is the Swiss National Bank's first new design in 20 years. Printed by Orell Füssli Security Printing, it features wind and national experiences and used the three layer *Durasafe*® composite. The bright green vertical banknote depicts dandelion seeds, a paraglider aloft in the mountains and a striking human hand.

The next new note in the new Swiss series, the CHF 20, will go into circulation this month.



# The Four Pillars *(continued)*



Dieter Sauter trained and has a doctorate as a physicist at the Max Planck Institute for Metal Research in Stuttgart. He started his career in the security printing industry at Bundesdruckerei in Berlin and then spent several years in R&D and sales with Giesecke & Devrient before joining Orell Füssli six years ago. He was first appointed as Head of Technology and in 2014 took over the role of Chief Technology Officer with responsibility for sales, marketing and technology.

Today Orell Füssli is a leader in security technology and printing.

Even though centuries have passed, the core of the company activities still revolve around the printing business. Over decades, we have gained uncontested experience and expertise that forms the reputation well beyond the boundaries of the confederation of Switzerland.

**Q:** *What is your aim for the coming years?*

**DS:** Referring to Philipp's statement above, nothing is as constant as change, so continuous innovation is essential to ensure the future of Orell Füssli. Especially since its foundation, the company has advanced and steadily enhanced the art of printing by pioneering new processes and techniques in the field of graphic arts, in particular within printing and security technology.

As an example of one of our first documented implementation of new technologies, intaglio printing was established at Orell Füssli Security Printing in 1603. Since then the continuous implementation of new technologies has become part of our company's brand and DNA.

However, we do not want to get stuck in the past and would like to mention a few highlights to date.

Orell Füssli has gained its reputation as a valuable partner in testing prototypes for machinery park, inks, processing machines and security features such as a *SPARK Live*® from SICPA.

In order to give readers further insight, Orell Füssli Security Printing was the first printer, or amongst the first companies, to apply varnishing on banknotes (1970), to use banknote processing machines, to perform 100% note inspection (1992), to use five colour intaglio (1993), to develop and apply the *Microperf* feature (1994), to introduce screen printing, foil application, and to print on new innovations of substrates such as polymer and *Durasafe*®.

To emphasise the pioneering role of our company in the digital age, we would like to mention that Orell Füssli Security Printing created the first digital banknote origination and introduced the computer to plate technology.

**Q:** *What exactly does being a boutique printer mean to you?*

**PS:** The base of our driving force for our business is, on the one hand, the high standards set by our customers and, on the other hand, our high expectations towards our own performance. The combination of excellence in design, craftsmanship, experience and know how is essential to manage challenging customers' demands as well as transferring them into highly sophisticated products.

Noting the aforementioned facts, Orell Füssli Security Printing considers itself as a producer of customers' tailor-made high security products and solutions, therefore defining us as a boutique printer.

**Q:** *What is so special about the aesthetic of your products?*

**DS:** I would like to explain that as you arrive at Orell Füssli Security Printing and look up at the sign at the main entrance, you read 'Art Institute'. The term already implies an aesthetic impression per se. Incorporating art in our most sophisticated designs is a creative commitment towards being a boutique printer and is further proof of our brand.

In our products, functionality and technology are in harmony with the appearance of visual impression. The perception of the products by the public or by our customers is what we would call aesthetic. This can be described when craftsmanship meets design and artwork.

Let's be optimistic that the future offers us constant change and in particular to Orell Füssli for the following 500 years.

## Orell Füssli Sets Revenue Record

**In 2016 the Orell Füssli Group achieved revenue of CHF 298.9 million, an increase of 7% over the previous year. Operating profit (EBIT) increased by 5% to CHF 18.5 million (inclusive of special items of -CHF 1.8 million).**

### Security printing

The Security Printing Division posted net revenue of CHF 121.2 million in 2016, an increase of 3% compared to the previous year. Operating profit (EBIT) at CHF 17.4 million was at the same level as 2015.

Although a substantial improvement in productivity was achieved during the year, some external costs and those incurred during the production start-up for a new series of banknotes negated this operational improvement. However, says the company, the Security Printing Division was again able to produce orders on schedule with high capacity utilisation and higher output than in 2015.

For the first time, banknotes solely of the latest generation were produced in various denominations for two key customers. The launch of the new series of Swiss banknotes in April 2016 marked a major milestone for the company. Work on the optimisation of process technologies to ensure high quality while simultaneously improving productivity continued unabated.

In addition to the further development of production processes, various investments were made in buildings, security, infrastructure and equipment.

### Atlantic Zeiser Division

Atlantic Zeiser, which produces numbering and coding systems for banknotes as well as for other sectors, reported a significant increase in net revenue of 34.3% to €66.2 million.

The operating result on a comparable basis was €62.9 million, an increase of 8.5%. Sales revenues in all business segments increased compared to the previous year. Operating profit (EBIT) increased by 63.6% to €1.8 million. In the banknote serialisation segment, net revenue increased sharply following a period of stagnation in the previous year.