

PRESS RELEASE

SHC: Company name changes to SCHUT

Eerbeek, 8 January 2015

As from today packaging producer SHC presents itself under the new name: SCHUT! This rebranding is a result of the repositioning based on the new vision, mission and strategy of the company.

The mission ““With the smartest packaging solutions made of folding carton, folding plastic or a combination of these we create more value for customers” indicates in which direction the company is heading.

The rebranding not only consisted of a company name change, but also a change of the logo, the corporate identity and the website (www.schut.nl).

“With the intriguing pay-off “smart thinking, smart packaging” we want to express our role as creator of smart packaging solutions much stronger” Marius Jansen (Manager Marketing & Sales) points out.

Schut not only designs and produces creative and innovative packagings made of folding carton, but also already many years packagings made of folding plastic or a combination of both materials. “And with this range we have a unique position in the market” Jansen says proudly.

The rebranding also had consequences for the legal name. Since 1 January 2015 the company is registered as Schut Packaging bv in the Trade Register of the Chamber of Commerce.

Profiel:

Schut Packaging (www.schut.nl), member of Royal Schut, is situated in Eerbeek in The Netherlands and specialized in the development, production and sale of outstanding packagings made of folding carton, folding plastic or a combination of these. The company (about 100 employees) creates measurable added value for its customers by providing smart and innovative packaging solutions for the food and the non-food market.

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