

PRESS RELEASE

The Wipf Group celebrates its 100th anniversary

Volketswil, 6 February 2014: In 2014, the privately owned Wipf Group established by Heinrich Wipf celebrates its 100th birthday. The history of the company has been forged by tradition and innovation across four generations. This is one of the reasons why group members Wipf AG and Elco AG were able to achieve leading market positions in Switzerland and Europe – the former in flexible packaging, the latter in envelopes and stationery.

On 1 January 1914, Heinrich Wipf (1st generation) incorporated Wipf & Feldmann in the centre of Zürich. He acquired all machines and activities from his apprenticeship supervisor Carl Lüdin, whose company of the same name produced paper bags in a factory building on the Limmat River. After having completed his training, Heinrich Wipf worked for Carl Lüdin as an accountant and was later promoted to authorized signatory. Because Lüdin had no successor, he suggested that Wipf take over the company. It was the beginning of a very successful corporate history. Due to a lack of space on the original premises, Heinrich Wipf and his then partner Hans Feldmann moved the company to a new location somewhat outside the city centre. Even at that time, the emphasis was on investing. In 1926, for example, Wipf & Co. – with Heinrich Wipf (2nd generation) at the helm – commissioned a modern 3-colour rotary press for paper bags. In the years that followed, the company boomed and grew continuously. In 1970, Heinrich R. Wipf (3rd generation) moved the business to a new production complex in Volketswil – yet another important milestone in the company's history. Since it was incorporated one hundred years ago, the Wipf Group has experienced sustainable growth by leveraging a successful combination of tradition, innovation, technology, and investment. The Group consists of Wipf AG in Volketswil, which is active in flexible packaging, Elco AG in Brugg with its well-known ELCO brand in the stationery and envelopes segment, and Swiss Direct Marketing AG, also in Brugg, which was recently incorporated and is specialized in cross-media multi-channel direct marketing campaigns. Today, the Wipf Group ranks among the most eminent and innovative packaging specialists in Europe. It generates annual sales of 150 million Swiss francs.

Dynamic family enterprise now in its fourth generation

Christian H. Wipf, Chairman and CEO of the Wipf Group, represents the 4th generation of the owning family. "Looking forward, our traditional Swiss values – quality, dependability, and honesty – as well as the firmly established Wipf and ELCO brands remain constants while our products, services, and technologies will evolve in an environment characterized by rapidly changing market and customer expectations." Thanks to outstanding employees and market partners, Christian Wipf is convinced that the company can master the coming challenges in development and product management. He is also certain that the Wipf Group's export quota and

foreign market shares will grow beyond the 50% benchmark. Wipf AG in Volketswil substantiates that this is a realistic scenario: its export share is already 70% today.

The Wipf Group invests in Swiss production resources

Christian H. Wipf is committed to the site advantages of Switzerland as well as to progressive and socially responsible working conditions. Every day, some 500 employees focus on delivering premium-quality products and services. The company's management views the 100th anniversary as a fitting opportunity to ambitiously look forward and create the prerequisites for continued success in the future, for instance with strategically important investments. Last year already, latest-generation digital presses were installed at the plants in Volketswil and Brugg, and myelco.ch was introduced as Switzerland's – and the world's – first online shop for customized stationery as well as gifts and complementary items. Doing business sustainably and caring for the environment – this is the philosophy endorsed by the Wipf Group with a full commitment and latest technologies. For example, group-wide CO₂ emissions were reduced by over 50% in the past years. Successful companies have the ability to continually improve and adjust to changing market situations. Christian H. Wipf is certain that the companies of the Wipf Group are superbly positioned for the future and looks forward to successfully mastering the challenges ahead with dedicated employees, loyal customers, and dependable suppliers and partners.

Wipf Group

The Wipf Group is a typical Swiss family enterprise with a long-standing tradition. In three product domains – Flexible Packaging, Envelopes & Stationery, and Direct Marketing – the Wipf Group ranks among Europe's leading providers. The company operates two production facilities in Volketswil and Brugg, employs some 500 persons, and generates annual sales of 150 million Swiss francs.

Further information: www.wipfgroup.com/100years

Media contact

Wipf Holding AG
Industriestrasse 29
P.O. Box 235
8604 Volketswil
Switzerland
T +41 44 947 22 20
F +41 44 947 22 89
karin.weidmann@wipf.ch