

## PRESS RELEASE

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**Nedpack divides organization to focus on change in strategy**

## Qimarox: new name for a proven strategy

Key Components for material handling:

- Safety Fencing
- Vertical Conveyors
- Palletising Modules
- Stretch Wrappers

**Nedpack has transferred the development and manufacturing of standard components to a company with a new name: Qimarox. The reason for this change is the different approach of Nedpack and Qimarox. Whereas Nedpack will mainly concentrate on sales to end-users of end-of-line packaging systems for The Netherlands, Qimarox will focus on working with system integrators and original equipment manufacturers world-wide. 'We are confident that Qimarox will prove to be a great success' says Nedpack-founder Peter Hannessen.**

This strategy is embodied in the huge success of the Prorunner mk5, the vertical conveyor that has seen a very rapid development in recent years and was recently nominated for the Logistica Award. Pieter Hannessen and his team have succeeded in significantly reducing the cost of this machine, which has led to a booming increase of demand for this vertical conveyor. System integrators from different industries use the Prorunner mk5 in their projects. The machine with the patented drive system is currently used in the final packaging lines and storage and order picking systems of countless companies across the globe. 'Over the past three years, the number of lifts produced has doubled every year,' says Pieter Hannessen, who founded Nedpack in 1995.

### Moving forward

Following the success of the Prorunner mk5, Hannessen decided to give the Components Division a new name: 'Qimarox'. The newly created Qimarox brand will focus only on the development and manufacturing of standard components. 'We want to continue down our new path at an accelerated pace.' As with the Prorunner mk5, we have now also further developed and improved our Highrunner mk7 palletizer. The cost of this machine as well has been greatly reduced, 'says Pieter Hannessen.

Qimarox develops and manufactures products that are sold exclusively by system integrators and original equipment manufacturers (OEMs). 'Qimarox has excellent contacts with partners worldwide. Qimarox furthermore ensures that these partners receive proper training, so they know how these products can be applied and integrated. A number of partners have already been certified', says Hannessen.

### Day-to-day management

The daily management of Qimarox will be done by Jaco Hooijer, who until now was responsible for sales. 'By focusing on product development, we are able to reduce costs and manufacture on a larger scale. We already have been doing this for product lifts and palletizers, but will be adding more solutions,' said Hooijer.

One of Hooijer's goals is to get Qimarox on the 'Preferred Supplier List' of end-customers. Many companies have such a list of preferred suppliers for, for example, engines, cylinders, and PLCs. 'Our components allow end-customers to obtain quality products at an excellent price. Which is why our components belong on that list.'

Pieter Hannessen will remain involved with Qimarox and will focus more on product development. 'That's my passion,' said Hannessen.

### **Nedpack to continue as system integrator and service provider**

The formation of Qimarox means that Nedpack will continue to function as an independent system integrator and service provider for end-of-line systems in the food and packaging industries with a strong focus on The Netherlands. Nedpack designs, supplies, integrates, maintains and overhauls systems that cover the entire process from packaging machine up to the warehouse, including the palletization, stabilisation and horizontal and vertical transport of products and pallets.

Henceforth, Nedpack will be composed of two divisions that continue to work with existing clients and partners. Nedpack Machinebouw B.V. will be responsible for the design, supply and integration of new systems. Jelle Deelman will be in charge of this division. He has been employed by Nedpack since 2001 and has already been engaged in the sale and implementation of such systems for end users for many years. Nedpack Diensten B.V. is the division that will focus on service and maintenance of existing systems, including overhaul and retrofit projects. Furthermore, together with Nedpack Machinebouw B.V., it can also offer total solutions, utilising own equipment and parts. Nedpack Diensten can also take care of the modification of existing operating systems or total conversion of electrical systems and software. This division can offer these services for Nedpack's own systems, as well as for palletizers and systems made by third parties. Nedpack Diensten is led by Dirk van den Hardenberg, the current technical manager, who has been in service since 1995.

### **About Qimarox**

*Qimarox is a leading manufacturer of components for material handling systems that are characterized by robustness and reliability. Innovative concepts, patented technologies, and continuous development allow Qimarox to manufacture product lifts and palletizers that link flexibility and productivity to a low total cost of ownership. System integrators and original equipment manufacturers from across the globe use the machinery of Nedpack in end-of-line systems and storage and order picking systems in various industries. Please visit [www.qimarox.com](http://www.qimarox.com) for more information.*

### **About Nedpack**

*Nedpack is an independent system integrator and service provider for end-of-line systems in the food and packaging industries. The company designs, supplies, integrates, maintains, and overhauls systems allowing companies to mechanize and automate the entire process from packaging machine to warehouse. The company has a high level of expertise and years of experience with end-of-line systems in general and palletizer systems in particular. Nedpack focuses on small and medium-sized projects in the Netherlands and Belgium and – in cooperation with other partners – large and complex projects. Please visit [www.nedpack.com](http://www.nedpack.com) for more information.*

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### **Note to editors (not for publication)**

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