

COMPANY PROFILE

Atlantic Zeiser

For more than 55 years the Atlantic Zeiser Group has developed innovative technologies that help its clients improve efficiency, cut costs and increase quality in production. The company is now a market leader in industrial personalisation and coding technology, and meets the industry's most stringent security requirements.

Thanks to continual technological advancements, Atlantic Zeiser is also a leading innovator in high-speed industrial digital printing of variable data on smooth surfaces that are problematic to print on. The company has the widest range of technologies in this area. Atlantic Zeiser integrates a wide range of in-house technology components in individual and application-spanning solutions.

Growth potential

In almost every market sector, high-quality digital printing facilitates cost savings in production and goods logistics: packaging and labels are printed just-in-time and on-demand, even in small batches. Atlantic Zeiser's inkjet printing techniques are distinguishable by their cost-efficient printing on coated paper and cardboard, plastics, metals and other smooth surfaces. At the same time, the speed and quality of its digital printing is comparable to traditional offset or flexo printing.

Markets

Atlantic Zeiser specialises in three business areas: bank notes and identification systems; card systems; and digital printing and coding solutions for industrial applications. The company's many years of experience and innovation in security printing – especially in bank note printing and personalising chip cards – guarantee customers a high degree of investment protection.

Atlantic Zeiser's clients include security printers of bank notes, passports and ID documents; card producers for telephone, debit and gift cards; labels and packaging printers; as well as brand owners and manufacturers of high-quality goods, electronic components, pharmaceutical products and fast moving consumer goods (FMCG).

The company sells its integrated digital print solutions directly, and via its extensive distributor network, which has been established in Europe and America since 2009.

Innovations – from mechanical to the digital printing world

The company was established in 1956 and rapidly evolved into a leading manufacturer of mechanical numbering equipment. In 1991 Zeiser and the American firm Atlantic Force Control Systems Inc. merged to become Atlantic Zeiser, and rose to become the world leader in the numbering technologies sector.

In the early 1990s, Atlantic Zeiser introduced industrial inkjet printing, which gradually eliminated mechanical numbering in commercial printing. With CardLine, a modular high-performance system that personalises cards, Atlantic Zeiser has become the global market leader in the booming plastic cards market in just a few years.

In 2002, a majority stake was taken in Atlantic Zeiser by Orell Füssli Holding, which operates in high-security printing, book trading, publishing and business information services. Two years later, Atlantic Zeiser delivered the first e-passport personalisation systems for programming biometric data. Parallel to this, the company also developed and marketed product identification and tracking systems.

The 2000s also witnessed Atlantic Zeiser's development of its digital inkjet family, OMEGA, as well as the next generations of its DELTA and GAMMA systems. All of the print components are currently available in different print widths and resolutions for industrial applications. This is supplemented by a substantial portfolio of UV driers, controllers and software components. In-house developed hues and software solutions to control the systems complete the offering of systems.

With the takeover of the software specialist SOFHA in January 2010, Atlantic Zeiser is taking the next step in innovation. Atlantic Zeiser and SOFHA are set to collaborate on a new software standard for industrial variable data printing, which will be developed as part of an exclusive co-development partnership with Adobe.

Corporate data

Atlantic Zeiser currently employs around 415 staff worldwide, including 360 at its corporate headquarters in Emmingen, with the remainder working in the 11 subsidiaries in Europe, America and Asia. The company is supported by distribution and support offices in approximately 50 countries.

The Group records an annual turnover of approximately 65 million euros. In the bank note and identification system division, Atlantic Zeiser is the clear global market leader – 97 percent of all bank notes are individualised using Atlantic Zeiser technology.

The management team

Company founder, Alois Zeiser, managed the business until 1991; 2006 was the year of the company's 50th anniversary. Since August 2011 Thomas Obitz has been running the company. He is supported by a management team comprising: Thorsten Tritschler, Head of Sales & Services; Carl-Michael Heüveldop, Head of Marketing & Business Development and Karl-Heinz Wohlfahrt, Head of Engineering & Operations.

Protecting values and promoting confidence

"Many day-to-day objects are produced with the help of Atlantic Zeiser equipment, including bank notes, plastic cards, passports and mobile radio cards for public transport," says Thomas Obitz. "We help our customers protect themselves against counterfeits."

Trust, reliability and quality are the reasons why the market turns to the Group's system solutions. Atlantic Zeiser products guarantee the integrity of processing sensitive, variable customer data.

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