

DURET labels now at eXtra4

Ferdinand Eisele GmbH takes on Sumfleth–Hardekopf products

Birkenfeld / Jork , December 2013. Ferdinand Eisele integrates DURET labels under the umbrella of its brand "eXtra4". The range of labels for manual marking comes from the operation of Vera Sumfleth-Hardekopf. The entrepreneur from Jork has been known with the DURET labels product line in the jewellery and watch industry for decades, but passed away on May 3, 2013. Since the company will not be continued after her death, the label specialists in Birkenfeld took over production in Pforzheim.

The product range of Ferdinand Eisele GmbH includes classic labels for manual marking since its founding more than 80 years ago. For over 35 years, there have been business contacts with the colleagues operating from northern Germany. There, Gerhard Sumfleth took the name DURET of an existing company and started with sales and production of articles for jewellers' needs in the region "Altes Land" near Hamburg in 1972. Over time, not only business but also friendly relationships developed through the distribution of DURET labels via Pforzheim.

In early 1992, daughter Vera Sumfleth Hardekopf takes over operation and maintains the relationship further. The good contacts continued although Ferdinand Eisele's focus has long been shifting toward computerized labelling systems and identification technology.

Despite today's very different business orientation, Ferdinand Eisele decided after the end of operation of the colleague company to take over key technology from there to the own machinery. This makes

sure what was also a big concern of the deceased entrepreneur, that long-standing, loyal customers can continue obtaining DURET labels from a trusted source.

Both labels with thread attachments and chain and ring labels are incorporated into the existing "eXtra4" range of classic labels for manual marking. For future orders, customers of Vera Sumfleth-Hardekopf are asked to best contact the sales of Ferdinand Eisele, either by phone, fax or www.extra4.com with the known product identifiers of the DURET labels.

Pictures with sublines



Caption for DURET labels of Sumfleth-Hardekopf



Caption for the registered brand of Ferdinand Eisele GmbH