

With Labels to International Renown

75 years Ferdinand Eisele

Ferdinand Eisele GmbH, grown with the traditional industry in Pforzheim, today is renowned world wide in terms of label systems for jewellery and watches. „Our customers are located in Tahiti, India, Africa, America and throughout Europe“, General Manager Alex Schickel explains the international activity radius of the company from Birkenfeld with 30 employees. Nevertheless, the firm is of course especially close to the jewellery and watches industry in Pforzheim.

The company is rooted in Pforzheim, too. In autumn 1931, Ferdinand Eisele and Otto Fritzsche take off into self-employment at Sedanplatz 8. They take over the book printing and the label production of the office house Hamburger & Bredtmann which is located there. The commercial management of the newly founded company Eisele & Fritzsche is assigned to Maria Aab who brings along valuable experience as an apprentice and an employee of Hamburger & Bredtmann. She also dares the new start in 1945 together with Ferdinand Eisele after the destruction of Pforzheim and the complete loss of all current company assets.

Already on September 1st, 1945 the firm, now named Ferdinand Eisele, produces labels and printed matters again. Maria Aab's intrepidity and energy significantly determine the reconstruction of the company. In 1950, only 5 years later, Ferdinand Eisele moves to a location in the first new

company building in Pforzheim, the so called „Dittlerbau“ at the Rossbrücke, Leopoldstrasse 20. When the company founder died in 1951, Maria Aab, being authorised officer for a long time already, manages the firm together with his widow. After the latter's death, she becomes the owner herself.

With a lot of courage and skill Maria Aab takes advantage of the upswing of the local jewellery and watches industry and turns the company into a modern printing and label firm. In 1953 Ferdinand Eisele already employs 27 people along with a big number of homeworkers. Among the employees there is to be found Reinhard Nonnenmacher as a commercial apprentice, today Senior General Manager of the company. „Mrs Aab literally took me under her wings, being a young lad“, Reinhard Nonnenmacher remembers, „and I learnt a lot from her, especially in the field of customer care.“ After having finished his apprenticeship and started his career as a salesman and assistant to the company owner, he accompanies the flourishing firm which moves to its new headquarters in Kaiser-Wilhelm-Strasse 5 in 1959.

In 1967 Reinhard Nonnenmacher is promoted to Partner General Manager and in 1979, after the owner's passing away, he takes over the Ferdinand Eisele OHG. In the 1970s he steers the company safe and sound through the ups and downs of the economy. During this period he puts special emphasis on the potential of label production. Under his management self-adhesive labels outstrip cardboard labels and signet tags. When in the

beginning of the 1980s the computer age started, he seizes the opportunity and follows the trend of the times with computer labels.

The label production had increased already in 1981 to such an extent that the physical separation from the printing workshop becomes unavoidable. So the label production moves to Kronprinzenstrasse. In 1985 Jörg Nonnenmacher starts his career in the company after having finished his bookbinder's apprenticeship. He gets more and more involved in the technical field of label production.

When in 1989 Alex Schickel, the owner's eldest son, being an advertising specialist and an economic engineer, enters the company, he exclusively concentrates on the label field. Still in the same year the label production together with sales and administration moves to Birkenfeld into a rented location. There, in Carl-Benz-Strasse 5, the label operations grow more and more to end up as an autonomous firm.

Alex Schickel, enthusiastic about computers and their opportunities, develops the product range with an emphasis in this field. Labels for laser and thermal transfer printers enrich the offer with corresponding hardware and software. Ferdinand Eisele – Labels and Extras starts being renowned in terms of label technology. In 1994 the physical separation is followed by the legal separation of printing and label operations. Reinhard Nonnenmacher sells the printing operations to 4 employees who carry on today as Alpha Druckhaus GmbH, Birkenfeld.

With the entry of barcodes into all areas of economy, the demand for know how in handling labels grows. Barcode and its printing lead Ferdinand Eisele to the identification technology. This opens new markets for the company, on one hand with the hardware and software suppliers, on the other hand in new fields of label application such as optics, medical and technical industry. The presence in national as well as international tradefairs increases the demand, especially from abroad.

Around the turn of the millennium it is obvious that the current location is not sufficient for the firm any longer. The decision for a new company building according to own ideas is growing. In 2001 Ferdinand Eisele moves to its today's headquarters in Birkenfeld, Carl-Benz-Strasse 17.

Alex Schickel has also got his own ideas about the printing of labels with computers. As simple and low-cost programmes are not available, he develops adequate software on his own. Today this programme exists in many different languages and is used around the globe. Ferdinand Eisele has established a professional service for software and hardware, providing updates via company homepage and hotline service. Alex Schickel gives the reasons for his step as follows: „In order to better perform internationally, we bundled our offer in the field of labels, software and hardware to the international brand „extra4“.” The company intends for the future to take more advantage of the competence that has been constantly growing for more than 20 years with software development and computer printers in order to establish the firm beyond labels as a partner for identification technology – also outside the jewellery and watches industry.



Reinhard Nonnenmacher and his sons, Technical Manager Jörg Nonnenmacher as well as General Manager Alex Schickel (f.r.t.l)



Logo Ferdinand Eisele and eXtra4



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