

Ferdinand Eisele GmbH becomes authorized TOSHIBA Dealer

TOSHIBA thermal transfer printers also in the eXtra4product range from now on

In the autumn of 2013 TOSHIBA authorized the identification experts Ferdinand Eisele GmbH from Birkenfeld near Pforzheim as official dealer. The company operates for the jewellery and watches industry worldwide and is going to focus on the trade of TOSHIBA products for the industrial sector in their home region, the area of northern Black Forest.

Since its founding more than 80 years ago, labels and labelling are part of Ferdinand Eisele GmbH's priorities. The company became world famous with a specialized offer for the traditionally established jewellery and watch manufacturers around Pforzheim. In the meantime, it is also renowned with industrial users of identification technology in other industries in the region of Pforzheim / northern Black Forest.

But the Eisele experts do not only act as competent label manufacturers. Since the early 90s, the software developed in-house for label printing and the appropriate hardware such as label printers and scanners are part of the product range. In 2005, the company

summarized the now extensive range of products and services in the field of identification technology under the umbrella of the registered trademark "eXtra4".

At the end of the 80s, Ferdinand Eisele uses thermal transfer equipment in label printing for the printing service. Ten years later the company had accumulated so much expertise for hardware in the field of identification technology that they start selling thermal transfer printers and barcode scanners as a dealer.

It is this practical experience that customers in all industries appreciate with Ferdinand Eisele as a partner for identification technology. The experts in the company have the technological development and the offer on the current market constantly in view. New releases are first scrutinized in-house for their suitability before they are integrated into the product range and recommended to customers.

Doing so, this has inevitably created an intense contact with the manufacturers' side. Especially suppliers of label printers and particularly those using thermal transfer technology meanwhile appreciate the dialogue with the experienced specialists from Birkenfeld. Thus it is quite possible that new products which are made available to Ferdinand Eisele for testing are then readjusted mechanically or electronically according to the experts' opinion.

In this way, the teams of eXtra4 Labelling Systems in the jewellery and watches sector and eXtra4 Identification Systems in the industrial segment could build solid trust with the Taiwanese manufacturers TSC and GODEX in the recent years. This has finally led both manufacturers to authorize the company as a dealer for their products.

The team around General Manager Alex Schickel lately convinced the experts from TOSHIBA TEC Europe of their sound know-how. "Following detailed discussions in the German subsidiary of the Japanese company in Krefeld they selected us as a dealer and gave us special training again" he describes his experiences. Now Ferdinand Eisele GmbH may serve the market carrying the title "Official TOSHIBA Dealer". "At first we intend to target our customers with the devices of series B- EX4T" Schickel explains his strategy. "They offer excellent quality and economy as industrial printing solutions. Doing so, we deliberately limit ourselves to the area of North Black Forest. Only with physical proximity we can promptly provide the intensive care that, for us, is the fundamental guarantee of a trust-based relationship with our customers."

Images and subtitles

TOSHIBA

Fig 1: Company Logo by Toshiba



Figure 2: Logo of the registered trade mark of Ferdinand Eisele GmbH for the jewellery and watches sector



Figure 3: Logo of the registered trade mark of Ferdinand Eisele GmbH for the industrial sector e



Figure 4: Thermal Transfer Label Printer Toshiba B-EX4T



Figure 5: Alex Schickel, General Manager of Ferdinand Eisele GmbH



Figure 6: The software / hardware team of Ferdinand Eisele GmbH, from left to right: General Manager Alex Schickel, Kay Sonntag, Thomas Peters, Hartmut Kasper