

## **eXtra4 goes America**

### **For the first time, eXtra4 Labelling Systems presents products and services in the USA**

Birkenfeld, 21. October 2016. From 14th to 17th October, eXtra4 Labelling Systems is celebrating its US debut during the JIS, "Jewelers International Showcase". The identification specialist from Birkenfeld near Pforzheim will be present at the trade fair in Miami at the booth of its representative IJS, "International Jewelers Supply". For the first time, the company is presenting its labels and labelling systems to the American public from the jewellery and watchmaking industry.

### **First contact in 2015**

Rafael Suarez, Managing Director and owner of IJS from Miami, meets eXtra4 at the Freiburg fair in 2015 already. He is looking for a supplier for high quality labels. The range of services offered by the company is immediately appreciated. The American market has not yet been able to offer labelling software such as the eXtra4 label printing program.

### **Entrance via trade fair co-operation**

In the same year, Suarez invites eXtra4 CEO Alex Schickel to Florida to get to know the local industry. He is trained and soon finds first customers for the eXtra4offer. It is agreed to have a joint exhibition at

a US trade fair. In October 2016 finally, Alex Schickel represents eXtra4 at the IJS booth during the "Jewelers International Showcase". The managing director wants to use this first appearance in order to gain more insight into the needs of American consumers. That is why he advises the customers at the booth personally.

### **Spanish as key to the customer**

It is of great advantage that eXtra4 Labelling Systems has been active in the Spanish-speaking world for many years. The eXtra4 sales team maintains contacts through native speakers there. This makes it easy to do business in Spanish - apart from English, of course. In the South of the USA which is enormously influenced by Latin America, this is elementary and central key to a large part of the customers. IJS also counts on bilingualism. Rafael Suarez, being of Cuban origin himself, already uses this intensively for additional business with Latin America.

### **Strong basis for a joint future**

A keen interest during the JIS confirms the intuition of the two managing directors: the American market is ready for the eXtra4 product and service range. So nothing should be in the way of the aim to continue the cooperation in the coming years. For eXtra4, the cooperation with Miami not only opens up the US market. It also opens up the best opportunities on the rest of the continent.

## Images and Subtitles



Fig.1: eXtra4 CEO Alex Schickel at the Miami booth



**Fig.2: Interested customers follow the explanations at the IJS booth**



**Fig.3: Happy visitors with Alex Schickel (right)**



**Fig. 4: IJS Managing Director Rafael Suarez**