

**Pressemitteilung / Press Release**

## **Pforzheim region loses committed entrepreneur and citizen**

### **The staff of Ferdinand Eisele GmbH mourns the death of its senior partner Reinhard Nonnenmacher**

Birkenfeld, July 17th 2018. Reinhard Nonnenmacher died on 15.07.2018 at the age of 80 after a long and serious illness. As owner and managing director of the label manufacturer Ferdinand Eisele GmbH, Birkenfeld, as well as the predecessor companies Ferdinand Eisele e.K., Birkenfeld, and the printing company Ferdinand Eisele, Pforzheim, he was well known in the city and region - not least also through his civic commitment.

Born in Kieselbronn, Reinhard Nonnenmacher began his career with Ferdinand Eisele in 1953 with a apprenticeship. After graduation, he remains with the company as a businessman and quickly develops to the right hand of the management. In 1967 he became a partner, in 1979 the owner of the company with two business areas, the classic printing works and the label production. In 1994 Reinhard Nonnenmacher sold the printing company to four employees, today alpha medienwerk GmbH, Birkenfeld, and concentrated exclusively

on the production of labels, mainly for labelling jewellery and watches.

Two of his sons were involved early on in the expansion and innovation of the company: Since the mid-1980s Jörg Nonnenmacher has supported the technical management and Alex Schickel (née Nonnenmacher) the management. When he reached the age of retirement in 2003, he was far from thinking about doing so. At over 70, Reinhard Nonnenmacher can still be found in the office every day, where he is personally available for his customers. As health restrictions become more and more noticeable, he hands over the company completely to his son Alex Schickel in 2012. As the owner and managing director of the company with 30 employees, Alex Schickel has developed the company under the brand "eXtra4 Labelling Systems" into a specialist for identification technology with a worldwide customer base.

Since 1959 Reinhard Nonnenmacher has lived in the northern part of Pforzheim, where the company has also been based in Kaiser-Wilhelm-Straße for decades. As a citizen of Pforzheim, married to Emilie Nonnenmacher and father of 4 children, he does not limit his commitment to his company. Reinhard Nonnenmacher participates in the life of his town and region in many ways, starting with his parish, the Thomas parish, through the parents' council in his children's schools, to membership in various associations, such as TGS, fruit

and horticulture, the wine brotherhood, the Löbliche Singer Society, the Friends of Church Music and his work in the Diakonieverein and the conciliation committee of the Landeswohlfahrtsverband, to name but a few of his areas of activity.

Reinhard Nonnenmacher was as much in demand for his customers and employees as for his fellow citizens and friends. His competence in everything he was committed to, his willingness to help, his warm, courteous manner and last but not least his humorous nature will keep him in good memory for many.



**Img.1 The late entrepreneur Reinhard Nonnenmacher (middle) with his sons Jörg Nonnenmacher (left) and Alex Schickel**



**Img.2 Reinhard Nonnenmacher, deceased senior partner of label specialist Ferdinand Eisele GmbH, Birkenfeld, formerly printing company Ferdinand Eisele, Pforzheim**

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