

REYNDERS

label printing

Authenticity with a human character, is the key to success!

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It all started with grandfather Emile Reynders printing birth cards in his basement in Mortsel. So many decades later Reynders Label Printing has become a healthy and growing family business with offices in Belgium, Poland, France, Spain and even beyond the European borders, India.

What is their secret, and even stronger, what is the key to success? Authenticity with human character, it turns out.

International label printing with a personal touch' is the slogan on their website. Innovation, quality and family are the three pillars on which they build. Reynders is a family business, you could say. For three generations Reynders Label Printing is run by the same family. But without an open attitude you won't get there, says a proud third generation, cousins Bart and Sebastiaan. "By thinking and acting just a bit differently, we distinguish ourselves from the competition. Every day we evaluate the human dynamics within our company and respond on this. People are more important than numbers."

Family value is their greatest pride, creating a warm nest where everyone feels at home. People come first, not profit or mass production. "We invest in our staff, value their well-being. We want them to come to work every day with a smile on their face. You achieve that by matching the right people to the right position," Bart and Sebastiaan emphasise. They care about their staff and try to help where they can. "There is a crèche in one of our branches where our employees can safely drop off their children while they come to work." They also organise staff parties and other activities to promote group cohesion among all employees. The company is always open to welcoming new people, and is constantly looking for new additions to strengthen the team.



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The operational management of 'Reynders Label Printing' is in the hands of the management team, without interference of external partners, under the watchful eye of the CEO, Marc Reynders. This is a deliberate choice, because then there is full control, without confirmation of outsiders. The majority of the profits are therefore also invested back into the company, to pursue organic and sustainable growth. "We are an independent family company, our stakeholders are our employees, suppliers and customers. We invest in long-term relationships. All decisions are taken with a long-term view in mind." Figures are important, but do not come first. "Our accommodation is modern and investing in new equipment is important. So that we hardly have to say 'no' to our customers and are able to offer everything. But those machines have to be operated by people. That is why our priority is our staff and we invest in them first.

Today, the company's official management is in the hands of the second generation of the Reynders family, supplemented by two external members who sit on the board of directors. Emile's three sons joined the company in 1980.

Paul does the financial side of the story, Jacques does the sales and Marc takes the production for his account. Today, a third generation, cousins Bart and Sebastiaan, is working to ensure a healthy future for the company. But there was no question of preferential treatment. "We started at the bottom of the ladder and both had to work hard to get here. A high-ranking position straight away was out of the question. We gained experience elsewhere and were only then allowed to join the family business." Family on the shop floor is not the same as family outside, they soon noticed. "There is a different mindset, we were looked at with suspicion. Hear, see and speak no evil was our strategy." Not undeservedly so, as it is a challenging world and you have to be able to take a beating. Thanks to the second generation, we have had to work hard and we now have the necessary knowledge.

At Reynders Label Printing they dare to dream big, but they clearly keep both feet on the ground. By completing the things on the table every day, you eventually reach that big dream, it sounds like. Without heavy strategies, but with a healthy dose of courage and a reliable gut feeling, we keep a close eye on the opportunities in the market. "When digital printing technology was still in its infancy, Marc Reynders was the first to buy such a machine. It was put in a corner and 'try to get something out of it' was the attitude. Nobody had any confidence in it. Meanwhile, we handle half of our orders with these machines", they say. Thanks to this audacity, they are developing with the time, and with the future. "We continue to invest and expand. By reinvesting our profits in the company, we lay the foundation for further growth." **Continuing to think with an open mind and an efficient view is the message.**



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