



ZELLER+GMELIN

SBU Commercial / Packaging Case Study + Success Story

International Sales Conference Ink 2024

EXPERTLY DONE.

Agenda

Expanding Sheetfed ink sales in North America

- + ZG Americas background
- + Global Approach
- + German SF Product Effectiveness

We introduce ourselves

Established in 1984 in Richmond VA (Americas HQ)

+ Manufactures exclusively energy curable printing inks



- + Manufacture UV/LED Sheetfed, Web, Narrow Web and Dry Offset inks
- + R&D laboratories
- + Color matching and QC laboratories
- + Customer Service
- + Administration
- + Warehouse

Traditional route to market has been through direct sales force with domestically (USA) made products

Global Approach

Historically Zeller+Gmelin Americas has operated quite independently

Higher material costs, narrow formulation and manufacturing approach

- Steady dividend, limited growth

The new management team brings a strong desire to leverage ZG global experience and structure

Over the past 18 months, ZG Americas has networked with ZG Eislingen and ZG UAE

- + Leveraged material and intermediate spend
- + Leveraged manufacturing best practices
- + Leveraged product technology

This approach will lead to improved returns to our shareholders

German Products For Americas Portfolio

UVALUX® LED U540 Process Series

- + Largest growth opportunity in sheetfed as more new presses are equipped with LED and UV presses are being retrofitted with LED
- + Had to wait for the completion of development → now in expanded testing phase at several dealers and direct customers

UVALUX® U40 COMMERCIAL Process Series

- + Great all-round UV sheetfed process series for paper/board applications
- + Very cost effective
- + Well accepted by distributors and direct customers

UVALUX® U40 Process Series

- + Adhesion on metallized boards and film/foil substrates
- + Now starting testing with several distributors
- + More geared towards packaging printers

The German inks allows ZG Americas to offer our customers more choice and a more robust product portfolio

Since November, ZG Americas has received or ordered 68,000 lbs
(31 MTs) of the above inks from Eislingen

Thank you!



EXTRA SLIDES

EXPERTLY DONE.



Expanding Sheetfed ink sales in North America

EXPERTLY DONE.

Dealer Sales Channel Strategy

Historically Zeller+Gmelin in North America has sold domestically manufactured inks to direct customers only.

The new management team brings a vast experience with dealer channel sales of imported inks from Germany and Europe.

- + Successfully implemented and managed distribution sales channels for BASF and Flint Group on North America for over 18 years.
- + Created relationships at the ownership levels with most of the strategically important sheetfed ink distributors
- + Active relationships with multiple key EC sheetfed ink distributors
- + Additionally vetting several potential sheetfed ink distributors that have expressed interest in our EC sheetfed inks.

Dealer Sales Channel Strategy

ZG Americas is actively working with key regional and national dealers who are showing great interest in partnering with us.

Working through distributors will give us:

- Increased Market Reach

- Complementary route-to-market Sales Channel

- Cost Effective route-to-market Sales Channel

- Scalability

- Increased Brand Awareness

→ **Gain Market Share!!!**