



# *PRESS RELEASE*

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## **Concentrated expertise: 10 known companies from the identification industry join forces in Possehl Identification Solutions (PID)**

**Lübeck, March 2023 --- Possehl Identification Solutions (PID) is an alliance of Possehl companies in the field of print and apply, labelling, coding, software, and label production. The group of currently ten internationally active and independent companies in industrial identification technology, bring together their expertise and the experience of all companies to create added value for customers and users.**

**The main official appearance of PID will be at Interpack tradeshow in Düsseldorf in May (Hall 8B, booth C49).**

Through the acquisition of new companies, the identification solutions division at Possehl has grown strongly in recent years. There are currently ten companies: Logopak, LSS, NOVEXX Solutions, Eidos, Etipack, Datakamp, Labelcraft, and Nordvalls Label Group with Kölle Etiketten, and Watermill.

By uniting as Possehl Identification Solutions (PID), these independent brands are joining forces and bring together the expertise and experience of all companies. The first innovation that was developed together will be launched at the same time as the Interpack tradeshow.

With the slogan "PID - Your Product Identification Experts", PID positions itself as a group of leading companies for high-quality solutions for the marking and identification of products. "Based on profound expertise and experience, we can offer customers a unique depth and breadth of high-quality solutions for industrial marking," says Dietrich Barsch, CEO of the business unit Possehl Identification Solutions (PID).

Through the joint PID brand umbrella, the independent companies are now a strong one-stop provider for identification solutions: from hardware to software to labels.

Mr. Barsch comments: "We will demonstrate this expertise at the Interpack tradeshow in Düsseldorf in May - on 400 sqm, customers and interested parties can convince themselves of our strong portfolio". A highlight will be the product launch of a completely newly developed software for the data management and machine monitoring for identification processes, which meets the latest standards and was jointly developed by specialists of PID.

### **Global group with a strong portfolio and worldwide service**

The PID companies not only bundle their extensive experience and expertise, but they also work together on customer projects. The partnership mentality and personal service & commitment within PID play an important role in this.

The broad product portfolio resulting from the interaction of all brands represented in PID enables customers and users to provide the perfect marking and identification solution for their specific challenge. They also benefit from the global support presence of the individual companies within PID.

"PID forms a total which is stronger than the sum of its individual companies. This benefits both the customers and the companies, because it allows the solution potential to be maximized," says Dietrich Barsch.

For more information, please visit: <https://www.possehl-identification.com>

Or the company's websites:

[www.logopak.com](http://www.logopak.com)

[www.lss-dk.com/](http://www.lss-dk.com/)

[www.novexx.com](http://www.novexx.com)

[www.eidos.eu/en](http://www.eidos.eu/en)

[www.etipack.it/en/](http://www.etipack.it/en/)

[www.datakamp.de/](http://www.datakamp.de/)

[www.labelcraft.net/](http://www.labelcraft.net/)

[www.nordvalls.se/en/](http://www.nordvalls.se/en/)

[www.koelle-etiketten.de/en/](http://www.koelle-etiketten.de/en/)

[www.watermillpress.co.uk](http://www.watermillpress.co.uk)



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