

## Press Release

### **Cardboard instead of plastic: Schneider-Kreuznach adapts its B+W packaging**

BAD KREUZNACH, 07.05.2019

The new packaging for B+W Filter and cleaning accessories is made of cardboard and will gradually replace the previous plastic wrap. "This is an important step toward reducing environmentally damaging materials," says Michael Kappler, Product Manager for B+W Filter at Schneider-Kreuznach.

The new packaging concept is clearly structured and coordinated with the design of the new filter and cleaning accessories. The content is recognizable at first glance by an illustration on the front of the packaging in the case of cleaning sets and labels on the packaging for filter accessories. So customers can find what they are looking for easily and quickly. The new packaging underlines the high quality of B+W products.

#### About the Schneider Group:

The Schneider Group specializes in developing, producing and manufacturing high-performance lenses and filter systems for industrial applications, cine and photography. It also offers high-quality precision mechanics and servo hydraulics. The company's main brand "Schneider-Kreuznach" stands for state-of-the-art technology from Germany. The group has been a world market leader in the field of high-performance lenses for many years. The Schneider Group consists of Jos. Schneider Optische Werke GmbH (Bad Kreuznach, Göttingen) founded in Bad Kreuznach in 1913, and its subsidiaries Pentacon (Dresden), Schneider Optics (New York, Los Angeles) and Schneider Optical Technologies (Shenzhen). The Schneider Group has around 600 employees worldwide, including 390 at its German headquarters.

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