



COMPANY PRESENTATION

Passion for Print.

APENBERG & PARTNER

PRINT BUSINESS CONSULTANTS

Apenberg & Partner ranks among the leading business consultants in the print industry markets.



With a team of print business consultants, we provide support in the areas of strategic realignment, reorganization and restructuring, and corporate sales, as well as in the direct search for managerial and specialist personnel.

Situations arise again and again in the life of an entrepreneur where there is a need for an expert business partner that is not employed by the company. This should be someone who you get on well with on a personal level and who knows your industry inside out.

We have been supporting medium-sized companies and groups since 1987. As recognized industry specialists, we help our customers to cope with the rapid changes in the print sector and to identify opportunities at an early stage. We are committed to finding and selecting managers and provide support in corporate sales.

Three hundred customers and over 1,000 successful projects have made us what we are today

We are the first port of call for industry experts. And definitely one of the reasons why we have been recognized repeatedly by customers and consulting colleagues alike as "Best Consultant 2014 and 2015" in a study by brand eins Thema and Statista. Meet with us face-to-face and learn more about our work. Do not miss the chance to find out which solutions can be applied to your business.

Trust is a commitment

We consistently manage to impress the important people within a

company and generate a positive spirit of optimism in them.

We are particularly proud of the fact that today approximately 80% of our consulting engagements come from existing customer relationships or recommendations. This measurable trust is at the same time our most important commitment. Our approach to consulting is based on cooperation in a spirit of partnership with Hanseatic virtues. It is important for us to act in a fair and team-oriented manner without losing sight of the end goal. Customized training sessions ensure that all employees can quickly master new concepts and modified processes.

The key to success is knowing your industry inside out.



As a mid-scale entrepreneur, you are typically heavily involved in day-to-day business. Daily business allows very little time for strategic considerations and important measures to improve performance remain unutilized. With our years of industry and methodological expertise, we will assist you in asking the right questions and developing effective solutions.

Targeted analyses

Full transparency results from target- and results-oriented analytics. This is the basis for our recommendations – setting the course for success.

Involving the customer organization

High rates of acceptance for the approach can be expected if the relevant employees of our customers are involved in the process. This forms the basis for the quick and target-oriented implementation of projects produced in tandem.

Full and consistent implementation

We not only support our customers in developing concepts but we also work together to ensure their implementation.

Strategy and growth are inextricably linked

Companies with sluggish growth and low profits usually have strategic deficiencies. We often encounter customers that have a much too broad product portfolio, have not defined their relevant target clients, and struggle in the face of constant price wars with their competitors. Others, by contrast, have failed to change their traditional business model and adapt the digital transformation of their entire value chain to today's customer requirements.

These are just two examples of typical strategic errors. We help our customers to avoid such errors and to develop a sustainable corporate strategy for their business that is geared toward growth and profit.

Every successful company has had to overcome a crisis

Entrepreneurs tend to want to solve their problems by themselves when faced with a crisis. However, this method is usually destined to fail because trust must be restored in the case of banks, suppliers, and employees. The best way to do this is through the support of Apenberg & Partner.

For over 25 years, we have been supporting companies from the industry in overcoming their crisis situations and actively guiding them back toward sustainable and profitable business development. Furthermore, many companies have emerged stronger as a result of a crisis and have been able to improve their competitive position significantly.

Expertise

MANAGEMENT CONSULTING

- Strategy and growth
- Crisis and restructuring
- Marketing and sales
- Organization and processes
- Finance and controlling

RECRUITMENT CONSULTING

- Executive Search
- Talent monitoring
- HR research using social media

MERGERS AND ACQUISITIONS

- Company succession
- Commercial due diligence
- Distressed M&A
- Buy-and-build strategies

The success of your company is determined largely by the people and their ideas, their energy, and their personality.

We help you to find the right people from among the very good ones.

As one of the leading recruitment consultants in the industry, finding the very best staff for our customers is one of our most important tasks. Here we utilize the most effective search method depending on the complexity of the position to be filled.

Executive Search

Our core expertise lies in making direct contact with qualified candidates. To do this, we draw on existing contacts from our broad print network and identify candidates in relevant target companies methodically. Our research team then approaches potential candidates purposefully, while employing discretion at the same time.

Talent-Monitoring

With our Executive Search, we help you identify the best professional and managerial staff in your industry. But how can you recognize the candidates with the "best fit," and how well do you know the potential of your own employees – especially junior management?

Making personality potential measurable

As a useful supplement to the

information about the technical expertise and industry knowledge of candidates, we offer our customers a systematic analysis of personality structures via Talent-Monitoring. The informative personality profiles not only support customers in selecting the right personnel but they also simplify decisions about staff development with respect to employee investment.

As a certified partner of profiling-values GmbH, we use the psychometric method of the same name to draw conclusions from the individual value system of the candidates and/or employees about their general cognitive and socioemotional abilities and their potential for development.



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