

servisbal blog

company bulletin of Servisbal® #1 – 2022



Servisbal once again ranks among
the best managed Czech companies



Dear business partners,

Ing. Zdeňka Jílková
Sales Director

In April of this year, I strengthened the Servisbal team and took over responsibility for the Company's business management from the position of Sales Director. In the world of packaging, I would like to make good use of my 20 years of experience in foreign trade and in leading teams and strategies.

No sooner has the world come to grips with the COVID epidemic than another blow to the global economy comes in the form of the war conflict in Ukraine. Energy and fuel prices are rising steeply, inflation is soaring, mortgages are becoming more expensive, in addition to a shortage of chips, cables manufactured in Ukraine are not available, and the automotive sector is holding back economic growth world-wide. Adding to the rise in the price of raw materials is the fear of gas supplies from Russia being halted. Paper production is energy-intensive, especially in terms of gas. All manufacturers and suppliers of packaging material notice an increase in costs and are forced to partially reflect them in the prices of business partners.

Nevertheless, Servisbal maintains sales growth compared to the previous year, despite the slight cooling of e-commerce orders. Even in these difficult times, we are thinking of you, our business partners, and we are making several investments to improve the quality of service. We have built new storage facilities with a capacity of over 7,000 pallet places and are currently implementing WMS software.

We are introducing a new CRM system for better communication with business partners. We are expanding our offer in the field of industrial packaging systems, automation and optimisation of packaging processes and workplaces. We continue to expand our offer in the area of development and construction. We focus on custom-tailored solutions.

Servisbal has been a member of the PACKSYNERGY association of packaging manufacturers and wholesalers for the 15th year; we share experience, innovations and information from the market with colleagues from a number of European countries. We are developing and preparing several new products for you this year, and I am very much looking forward to introducing them to you one by one.

We wish all business partners a successful season and look forward to further cooperation.



We are among the best managed companies in the Czech Republic



2022



We did it again! Servisbal continued with the success of last year and again received a prestigious award.

It boasts the title of Best Managed Companies, a recognised global programme supporting the development and recognizing the quality and success of leading privately owned and managed companies. The programme is held under the auspices of Deloitte.

A committee consisting of independent experts - senior representatives of leading institutions - decides which company will receive the award.

According to what criteria are companies judged?

Strategy

Clearly formulated goals, defined visions and fulfilment of company plans

Productivity and innovation

Monitoring and evaluating market trends, taking into account feedback from employees and customers, aligning the company's strengths and good "know how"

Management and financial performance

Quality management, maintaining strong ties with customers, willingness to take risks, financial stability

Corporate culture

Unique company identity, efficient and pleasant working environment, appreciation of employee achievements, involvement in activities with social impact

The fact that Servisbal passed the evaluation of all the mentioned criteria is a great honour and pleasure for us. This means that our efforts made in difficult times were not in vain. The BMC award is valuable feedback and a guarantee of reliability and quality for our customers.

Why did Servisbal join the BMC programme?

Just submitting an application brings a number of advantages. In particular, professional support and detailed analysis of the company's functioning by senior specialists, which is focused on strategic and operational aspects. Thanks to this analysis, it is then possible to focus on areas where there is room for improvement.

Furthermore, it is about the possibility of establishing contacts with other companies and monitoring current trends in the field of company management and innovative thinking and the subsequent use of this knowledge.

And last but not least - who wouldn't be elated to work for a company that has repeatedly won recognised and prestigious awards?

We are aware that we would not be able to do this without qualified employees and also without the support of our customers. So a big thank you to everyone involved in our success!

**CZECH BEST
MANAGED
COMPANIES**

**20
22**

servisbal®



Participation in trade shows

On 16 and 17 February 2022, the Czech On-line Expo, the largest Czech trade fair for on-line business and e-commerce, took place at the Prague exhibition centre in Letňany. More than 100 companies presented at it and it was possible to visit over 13 professional conferences with hundreds of lectures.

Of course, Servisbal also had its stand there, presenting the eobaly.cz e-shop and everything related to it to those interested. Both product samples and a demonstration of packaging technologies were on display.

However, the presentation of our Company did not end with the stand. As part of the so-called Packaging Summit, we organised three lectures that can help those interested to streamline the process of packaging their own products.

New trends in packaging were presented by the head of the eobaly.cz e-shop and Director of Marketing, Mr. Jiří Štěpán.

Mr. Ladislav Horčíčka, the founder of Servisbal, spoke about the risks involved in transporting shipments and how to properly package the shipment from the point of view of a forensic expert.

Ms. Iva Werbynská, director of the SYBA Packaging Institute, moderated these lectures, and in addition ended the set of presentations in a playful way with a talk about the economic and ecological sustainability of packaging.

Are you interested in these topics? Would you like to listen in on the lectures?

Video recordings of all three presentations are available on the Servisbal website in the "Blog" section.



Reshoper

Because two is more than one, we couldn't miss the second big trade show for the e-commerce community - Reshoper 2022, which took place on 13 April, again at the exhibition centre in Letňany. Our stand presenting the eobaly.cz e-shop and offering services and products in the field of packaging could also be seen here.

In addition to Servisbal, more than 100 companies operating e-shops presented themselves at the fair.

And again, there was the possibility of attending several lectures - this time round, everything revolved around marketing and advertising.

There was definitely something to take away from all the lectures, they were presented in an engaging and entertaining way, so they were definitely interesting to listen in on.

Why do we participate in trade shows?

- We want to be visible.
- We help other e-shops - after all, product packaging is absolutely key and if done correctly and efficiently, it can save time and money!

- We are getting to know the e-commerce environment, which is developing very dynamically.
- We get business contacts and meet interesting people.
- We draw inspiration.

And in conclusion?

A large number of exhibitors and visitors to trade shows testify to the great boom in trading via e-shops.

Thanks to the COVID pandemic, even those who would not have thought of it before have entered the world of "virtual" shopping, and companies must adapt to this trend. Those who hesitate may regret it! However, Eobaly.cz had definitely not fallen behind. Visit our e-shop and see for yourself.

We thank everyone who participated in the fairs and who visited our stand, and we are already looking forward to the next meeting!

Ecology and sustainability

The topic of ecology, respect for nature and environmental protection resonates in society more and more.

For Servisbal, the issue of ecology is a long-term, serious issue, not just an "empty" topic that is currently on-trend.

We swear by our corrugated cardboard.

Around 60% of the products we offer are made from corrugated cardboard, an environmentally friendly material that has many advantages – it is light, shapeable and versatile. The cardboard itself, which can be recycled repeatedly (up to 9 times), is made from recycled paper. This is therefore an exemplary recycling cycle. In addition, if you

accidentally leave a single cardboard box somewhere outdoors (and we hope no one does), it simply decomposes without any negative consequences for the environment. It consists of high-quality paper fibres and organic starch glue.

What is sustainable packaging?

In order for packaging to be sustainable, it is not enough that it is made of natural material. It should meet these criteria:

- Dimensionally corresponds to the content (so that air is not "packed" unnecessarily and the weight does not increase)
- Reusable
- Made from recycled material
- Single-type (facilitates the recycling process)
- Simple, efficient and innovatively made (tailored to its content, easy to use)

In the long term, we strive to ensure that our products meet all the above-mentioned criteria. We believe that corrugated cardboard is the most suitable material in terms of packaging sustainability.

On the road to carbon neutrality

Being climate neutral does not mean producing zero emissions – although that is the goal in the long term. It means that the developed activity and products generally do not have a negative impact on the climate. For this purpose, the CO₂ emissions that arise during the production and dispatch of packaging are calculated. They are subsequently compensated by investments in climate protection projects (e.g. afforestation projects). The term "climate neutral" has been in place for many years, and all major institutions involved in it understand it this way.

An example is the prestigious European packaging association Packsynergy, which also includes Servisbal. In the area of sustainability, this membership is a great inspiration for us.



First steps

Servisbal took the first steps towards carbon neutrality by having its exact carbon footprint calculated in 2020 (for example, the way employees travel to work was taken into account). In the near future, we will be involved in certified climate protection and landscape protection projects both abroad and at home.

However, none of this would be meaningful without the support of you, the customers. By properly handling and recycling packaging, you contribute to improving the quality of the environment. Thank you!

Corporate video



"Making a video is always challenging not only for the cameramen, but also for the main actors and the extras. Our employees took to this very actively and positively. For me personally, creating aerial shots with a drone was a whole lot of fun."

Jan Nymš, Marketing Specialist

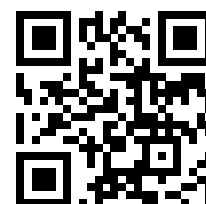
E-shop, hall, interior decoration, colleagues - everything changes and information needs to be updated. That's why we made a new corporate video!

What they said about the making of the video:



"The worst part is work in the studio. 200 GB of data, about an hour and a half of repeated shots. And we had to choose a mere two and a half minutes from that!"

Vladimír Slivka, production



"The corporate video also meant a lot of work for colleagues who had not actually acted in it. For example, in the production of filming, a very thorough tidying up of the premises had to take place, because the machines were also filmed from above with a drone."

Dalibor Vrba, Marketing Specialist



"We have grown rapidly in recent years. So our video had become quite out-dated. We exceeded the turnover of CZK 0.5 billion. and invested another CZK 70 million in the premises of the company in Dobruška. Next year, we will celebrate 30 years, so we decided to update. I had fun filming and enjoyed it a lot. Thanks to all my colleagues for the perfect preparation of the day of shooting."

Jiří Štěpán, Director of Marketing



New hall in operation

NEW HALL

- Storage area of 2,380 m²
- Number of pallet places 7,440
- Number of products still in stock 1000+

servisbal

At the end of last year, we completed a new hall, the capacity of which is over 7,000 pallet places.

We thereby respond to the needs of our customers and expand the range of packaging. Despite the large increase in demand, we can still have the range of our e-shop in stock with delivery within 24 hours.

Just in Time

The warehouse allows customers of our custom-made solutions to have their packages delivered by us exactly at the time and quantity they need - this mode is called "Just in Time" and was first tried in the first half of the 20th century by Toyota. And it is from this company that we have at our disposal special trucks that are intended for lifting heavy loads to great heights.

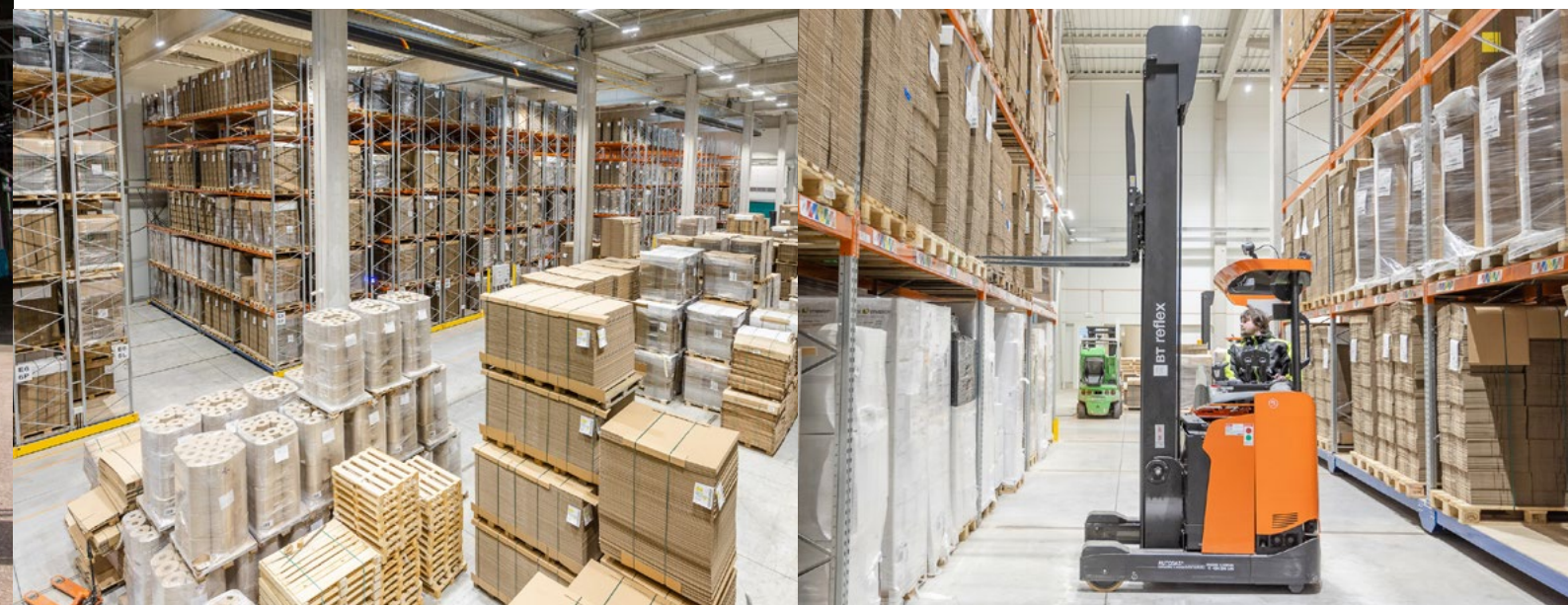
They move between 12m high sliding racks, saving us space and time.

Smart warehouse

The WMS warehouse management system will increase the overall efficiency of storage and logistics processes. It is a comprehensive platform for the movement of goods and materials.

The hall also includes a new packaging line that helps storekeepers with physically demanding and monotonous activities, as well as an administrative area for logistics colleagues and modern facilities for our storekeepers.

We basically continue to grow and our new premises are proof of that!



Playful and informative decoration in Servisbal

Have you visited us at Servisbal recently? If so, then you must have noticed, in addition to the warehouse building, which has recently grown, also new interior decoration, mainly on the walls in the administration and logistics buildings.

However, its purpose is not only aesthetic. This is an example of wall marketing, and although we don't like to use this English word, it describes the purpose of "pictures on the wall" so well. Through them, we try to communicate with customers, who also visit us with our own employees.

We inform customers that smart packaging solutions (custom manufacturing) and excellent services with fast delivery of packaging (eobaly.cz e-shop) belong together and complement each other. The company Servisbal is a safe harbour and guarantor of reliability, which covers custom and standardised approaches. We use a nautical theme for communication because it can be interestingly developed and we like comparing a team of employees to the crew of a single ship. Although the work of individual colleagues differs, they all work together and participate in the journey to the goal of being number one on the e-commerce packag-

ing market and creating imaginative packaging solutions.

We also paid a lot of attention to the visual aspect of the decoration. Thanks to Captain Lusko's motifs (because you can get the packaging from the e-shop with the snap of a finger), our premises have been bathed in green, which is intended, because this colour has accompanied us since the founding of Servisbal 30 years ago and also symbolises our ecological focus.

In short, we enjoy packaging and we want to show it!



Jsme na jedné lodi

...a držíme kurs!





We introduce new business representatives

We offer services of our business representatives to our customers. **Servisbal** provides **production of custom-made packaging, individual logistics, and technological solutions** for both small and large business establishments. **You always have someone to call.**

Hana Fousková

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We support a good cause



Servisbal regularly participates in activities that help people with disabilities live an independent and self-sufficient life.

Specifically, it is financial support for the non-profit organisation PFERDA z.ú., which operates in the Rychnov, Náchod and Trutnov regions.

This organisation is a welcome support for people with intellectual disability or mental illness.

It helps them integrate into everyday life by providing the opportunity to work and live in specially adapted premises (training apartments and workplaces) and provides professional assistance.

Benefit of the Dejvice Theatre

In February of this year, a benefit performance of the Dejvice Theatre was held in Náchod, which performed the play "Brian".

Thanks to the support of donors, including Servisbal, a respectable amount of CZK 210,640 was collected, which will be used to equip the new training apartment in Náchod so that people with mental disabilities and mental illnesses have a place to practise their skills.

What can you look forward to?

On 4 September 2022, the Pferda organisation will host a Sporting Afternoon, taking place at the children's traffic park in Náchod. Both children and adults are invited
- come exercise, run, and enjoy a good time while doing sports!



Pferdí festival

On Saturday, 11 June, a festival was held in Kvasiny, where many interesting guests and bands performed.

Visitors had the opportunity to experience how work is done in a training bakery or in a cleaning company.

Various competitions were held for attractive prizes. The accompanying programme was provided by the eMILLion theatre, whose repertoire included a fairy tale for children.

In short, there was no shortage of entertainment and Servisbal is proud to sponsor such events.



You can also contribute to the Pferda organisation!

Get to know the packaging machines in our showroom.

You probably know that in addition to packaging, we also offer packaging technologies that facilitate the handling and dispatch of shipments. You can now see them in action in our showroom; we'll be happy to show you around and explain how to operate them (even though it's really very easy). A suitable opportunity will be, for example, during our innovative Brain and Break-fast breakfasts, which you can sign up for, or simply contact us and we will arrange a date for you.

Investments in packaging technology will soon pay back in cost savings.



Horizontal wrapping machine

- It is intended for wrapping packages in black or white stretch film or bubble film
- The possibility to add an adhesive tape applicator
- Continuous regulation of tension film, easy handling, height adjustable

OneWrap LP pallet wrapping machine

- It is intended for wrapping pallets in stretch film
- Robust construction that guarantees a long service life of the machine
- Safe operation (the wrapping cycle can be interrupted at any time)
- The average capacity of the machine is about 30 pallets/ h.



– 240%

PS50-TB packaging station

- It is intended for package preparation and final sealing
- The perfect solution for semi-automatic packaging lines
- Automatically folds the bottom flaps of the box and cushions the packaging. Subsequently, the operator puts the packaged product into the package. After manually closing the upper flaps, the operator presses the piston button, which inserts the package into the adhesive part of the machine.



**The possibility to rent selected machines.
Contact us for more information!**



Packing table

- Makes packaging more efficient and makes work easier
- Ergonomically designed to meet the product and space requirements of the customer
- The possibility of adjusting the table according to the customer's wishes
- Easy integration with packaging technologies

NASTRO carton gluer

- New on the market!
- Semi-automatic carton gluer with easy and safe operation
- Contains an energy saving mechanism
- Variably adjustable according to the size of the cardboard package and the customer's needs (number of boxes per minute, consumption of adhesive tape, timer)
- Seals the bottom and top flaps of the carton



Machines for the production of cushioning

- **Fillpak Trident** – an extremely fast machine for the production of paper cushioning with adjustable automatic or semi-automatic operation.
- **PadPak Guardian** – the fastest cushion packaging machine in its class. Allows continuous or scheduled operation.



See the machines for yourself



**Our experts will be
happy to advise you.
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**Want to receive on-line invitations
for Brain&Breakfast?**

Write to us at info@servisbal.cz
so you don't miss out on any
interesting topics



**What new topic do we
have in store for you?**

21 July 2022

The secret of neurosurgery will be revealed
to us by the distinguished physician,
Col. prof. MUDr. Vladimír Beneš, DrSc.



**Brain&Breakfast breakfasts have already be-
come a tradition at Servisbal.**

Thanks to the Red Button EDU platform,
we have the opportunity to provide our guests
and employees with an on-line lecture on an
interesting topic once a month.

It is always a great opportunity to learn some-
thing new, meet people from the neighbour-
hood and from afar, and also enjoy a good
breakfast - the goodies on the plates are sup-
plied by Pekárna na Plech from the non-profit
organisation Pferda.



**Chceme být
u kormidla**
v Čechách i na Slovensku



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