

Still actively involved in the label business at the age of 70

Senior Partner Reinhard Nonnenmacher celebrates anniversary at Ferdinand Eisele, Birkenfeld

When the entrepreneur Reinhard Nonnenmacher celebrates his birthday on April 28, 2008 at Ferdinand Eisele GmbH in Birkenfeld, this indeed is a reason to congratulate him twice: His 70th birthday also means 55 years of staff membership in the firm.

Born in Kieselbronn near Pforzheim, he started his career at Ferdinand Eisele in 1953 with a commercial apprenticeship. "This is the official date" - Reinhard Nonnenmacher says it with a smile. „In fact, I already delivered packages for Eisele when still being a high school student.“

After having finished the apprenticeship, the merchant stayed with the company and was soon promoted to be the right-hand man to General Management. In 1967 he became Partner General Manager; 12 years later he took over Ferdinand Eisele as proprietor.

At that time in 1979, the company still had two lines of business, the conventional print shop on one hand and the label production on the other. Due to the triumphal course of computers, the label business became more and more important. In order to exclusively concentrate on label production, Reinhard Nonnenmacher sold the print shop to four of his

employees in 1994; the company is today known as Alpha-Druckhaus GmbH, Birkenfeld.

Since the mid-80s he pushed the label production, supported by his sons Jörg Nonnenmacher as Technical Director and Alex Schickel (né Nonnenmacher) in General Management. Thanks to commitment, creativity and the willingness to innovate, the company evolved beyond the label business to be specialists in identification technology, serving customers throughout the world mainly from the jewellery and watches industry.

In the meantime, Reinhard Nonnenmacher put expansion and innovation of the company - today employing about 30 people - into the hands of the young generation. Nevertheless, for anyone looking for exclusive labels, classic style with thread, he is still the one to talk to.

Every day from 8.30 a.m. one can find him in his office and from 9 a.m. most certainly on the phone. Namely at this time, during the morning break, the boss still picks up the phone personally whenever there are customers calling Ferdinand Eisele. „Talking to the customer is essential to me in business. This is why I keep on attending trade fairs”, says Reinhard Nonnenmacher, explaining his business principle. „In the 50s, I had an excellent taskmaster in the field of the right approach: my boss Maria Aab.“

Striking the right note - this is what Ferdinand Eisele's Senior Partner does as well on his birthday party. And thus he celebrates in the proprietary

company building together with the current staff and the company pensioners, but also with the employees once working for the former print shop Ferdinand Eisele, Pforzheim.

