

Press release from the Meyle+Müller Group

Hamburg / Pforzheim, September 2020

The Meyle+Müller Group keeps on growing – Meyle+Müller acquires a majority shareholding in Hamburg's Hirte GmbH & Co. KG

The media service provider Meyle+Müller from Pforzheim, known for its strong innovation and IT orientation, is expanding its group of companies and investing both in this Hamburg business and the packaging sector

Hirte GmbH+Co. KG, including Hamburg's adp Photostudios GmbH, is a media service provider with a leading position in the market as well as a longstanding friend of the M+M Group. Hamburg-based Hanse Reprozentrum, part of the Meyle+Müller Group since 2017, is also gaining a highly experienced and efficient for new joint developments in the field of packaging production and process automation. Both companies will continue to operate independently of each other but will take advantage of both synergies and centralized group services.



Dieter Dolezal (left), managing director and co-shareholder of Hirte, and Henrik Schmidt (right), managing director and **representative of the other Hirte shareholder, the sdk.group, are in full agreement:** "As a member of the Meyle+Müller Group, we can offer our customers a much broader service portfolio and the guarantee of a strong, innovative and customer-focused group of companies!"

Their new group partner, Simon Frenz, the Managing Director and co-shareholder of HanseRepro said, "I am really looking forward to our joint future projects. We get on well together and complement each other perfectly in terms of expertise. In addition, we are more or less neighbours – both HanseRepro and Hirte have their company headquarters on the site of the old marzipan factory in Hamburg Othmarschen."



For Eugen Müller, Meyle+Müller's CEO, it is an honour to be able to carry on the work of the Hirte family business, who have been friends for years. "Over the years, I have been able observe and learn a lot from the work of Werner and Stefan Hirte. Now, Hirte will be able to make a significant contribution to the further development of our group."

Meyle+Müller GmbH+Co. KG:

Meyle+Müller is one of Germany's leading media/IT service providers with over 250 employees in Germany and abroad. It offers cutting edge solutions, workflows and systems for omnichannel media production. Meyle+Müller is the ideal partner for media production, creative services, photography and CGI for prestigious customers from the industrial, retail and services sectors.

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apollon GmbH+Co. KG:

With 85 employees, apollon is a leading software provider for integrated and end-to-end solutions for the automation of product data communication and seamless data distribution in omnichannel commerce. The focus is on the customer benefit, perfect usability and the future viability of their software solutions. In-house solutions help their customers make marketing processes more flexible and cost-effective and to address customers successfully across all channels – from web shops and marketplaces to social media and print. Their core product and central platform is Online Media Net (OMN) with the modules Channel Management (CM), Product Information Management (PIM), Media Asset Management (MAM), Web-to-Print (W2P) and Workflow Management (WM). The end-to-end solution OMN offers a high level of integration for all modules and maximum process automation for content creation and output. In conjunction with open system interfaces and comprehensive configurability, a very high degree of flexibility and rapid system roll-out is possible. Moreover, apollon has a strong network of partners meaning their own software portfolio can be supplemented as required. Their problem-solving skills don't only consist of the system's technical implementation but also include tailor-made consultation on process automation and digitalization strategy.

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Hanse Reoprozentrum GmbH:

Hanse Reoprozentrum GmbH offers its customers the complete range of integrated pre-press and digital printing solutions. Photorealistic 3D animation for packaging design and production, highly specialized web-to-print portals and customized on-site units are just some of the services with which HanseRepro offers its customers outstanding added value.

With over 35 years of experience in packaging and publishing, the 40-employee Hamburg-based company is among the leading "full-service" providers of high quality pre-media solutions. HanseRepro's customer portfolio includes the following household names: Imperial Tobacco, Bacardi, Peek&Cloppenburg, Tchibo, Carlsberg, dm-drogerie and Hawesko.

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Hirte GmbH & Co. KG:

Currently employing 20 people, Hirte GmbH & Co. KG has worked with well-renowned, long-term customers from the fields of industry, tourism, retail and insurance in the Hamburg area for more than 40 years.

With their slogan "Your creative process partner", the Hamburg-based company has built up considerable expertise over the years in the fields of packaging, digital forms and conventional pre-press services. IT solutions for process automation and the control of complex production and approval processes play a key role in this context.

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Zerone KG:

Founded in 1997, today [zerone] is one of the leading post-production CGI studios. Due to its creative focus, [zerone] works internationally with top photographers as well as creative agencies and direct clients on the conception and realization of lead campaigns, promotional material and images. Its customers include companies from the media and industrial sectors as well as almost all international car manufacturers. Over the years, [zerone] has continuously developed its pioneering role in the field of CGI and rendering technology and is one of this sector's most innovative companies with 20 highly-skilled employees in the fields of automotive CGI, full CGI environments, augmented and virtual reality, as well as real time rendering. Furthermore, [zerone] has developed the Virtual Studio, a technology that enables real people to be photographed in virtual worlds in real time.

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