

PRESS RELEASE

**BOWE
GROUP**

BOWE.COM

AUGSBURG, JULY 28, 2021

BÖWE SYSTEC BECOMES THE BOWE GROUP

END-TO-END AUTOMATION SOLUTIONS UNDER THE UMBRELLA OF THE BOWE GROUP

BÖWE SYSTEC, headquartered in Augsburg (Germany), has made a global name for itself with process automation solutions built around inserting, letter and parcel sorting as well as intralogistics. BÖWE SYSTEC has now become the BOWE GROUP. Under the umbrella of the BOWE GROUP, three specialist divisions supply integrated, industry-specific automation technologies as well as smart IoT software solutions.

With its three divisions, each with an individual brand identity, the BOWE GROUP offers made-to-measure automation and IoT software solutions tailored to the individual needs of the respective target markets. "Our aim is to use our know-how to come up with the right solutions for overcoming our customers' challenges. In doing so, we can give them a competitive edge in their chosen markets," says Joachim Koschier, Managing Director of the BOWE GROUP. "Our new, focused direction and the concentration of expertise in separate business units will enable us to meet our customers' individual needs better than ever. We are able to provide them with solutions that perfectly match their business segments. Apart from this, our customers profit from our global sales and service network. We consider it important to support them closely throughout their project from the outset."

PRESS CONTACT

Alexandra Stölzle
Corporate Marketing
T +49 821 5702-305
marketing@bowe.com

BOWE GROUP

a brand of
BÖWE SYSTEC GmbH
Werner-von-Siemens-Str. 1
86159 Augsburg | Germany

BOWE.COM



**THREE INDEPENDENT DIVISIONS, THREE OUTSTANDING
COMPETENCIES**

BOWE SYSTEC will represent the traditional document and mail processing segment. The emphasis will continue to be on smart inserting technology, letter and mixed mail sorters as well as plastic card and electronic passport mailing.

BOWE.COM

Customers in the intralogistics business can get everything they need to optimize their sorting centers and warehouses from **BOWE INTRALOGISTICS**. With a broad product portfolio and expertise, BOWE INTRALOGISTICS provides full-service intralogistics solutions. From unloading aids through conveyors and picking systems to sorters, there's something for every warehouse or distribution center no matter what size. Whether for packet and parcel sorting, e-commerce, retail or wholesale, food & beverage, 3PL or the manufacturing industry: modular intralogistics solutions automate and speed up the whole of the internal process chain – from goods in through picking and sorting to dispatch, and beyond.

These two divisions are perfectly complemented by **BOWE IQ** with its smart IoT software solutions for document and mail processing as well as the broad field of intralogistics. The decision to establish this third business unit underlines the steadily growing role of digitization across the Group's product range and their customer's value chains. The spectrum extends from software for intuitive machine control through process automation to track & trace solutions, including serialization and applications for that famous "last mile". High-performance, industry-specific Warehouse Management Systems (WMS) and Warehouse Control Systems (WCS) round off the portfolio. BOWE IQ thus acts as a crucial interface between BOWE SYSTEC and BOWE INTRALOGISTICS, although it also targets the markets with software solutions of its own.

SYSTEMATIC CORPORATE DEVELOPMENT

"The new market presence is the next step in our Group's dynamic development," Koschier comments. "We went through a metamorphosis over the last few years. Our portfolio has been continually enhanced, with strategic expansions into intralogistics and software. We've also evolved parallel to this as a company – from a machine manufacturer to a full-service provider of end-to-end automation solutions for different industries, with three strings to our bow: mail processing, intralogistics and software. However, many of our customers weren't actually aware of these changes. That's why we're now adapting our market presence to reflect our organization as-is. The new structure comprised of three independent divisions means we can offer each

PRESS CONTACT

Alexandra Stölzle
Corporate Marketing
T +49 821 5702-305
marketing@bowe.com

BOWE GROUP

a brand of
BÖWE SYSTEC GmbH
Werner-von-Siemens-Str. 1
86159 Augsburg | Germany

BOWE.COM

target market exactly the BOWE GROUP expertise they're looking for in concentrated form."

BOWE.COM

"This move has come at absolutely the right time, after the company has spent several years stepping up its know-how and activities substantially in a range of business segments, accompanied by rapid growth especially in intralogistics. In spite of the challenging conditions prevailing in 2020, the BOWE GROUP therefore made a sound contribution to Possehl's success," explains Dr. Joachim Brenk, CEO of the Possehl Group, of which the BOWE GROUP is a part.

CORPORATE WEBSITE RELAUNCHED

The BOWE GROUP website has been relaunched to support the new market presence. The new website highlights the differentiated brand identity and provides ease of use and functionality in line with today's trends and requirements. Furthermore, the redesigned BOWE GROUP site gives multiple target and interest groups quick and simple access to relevant content.

The new BOWE website is now online at www.bowe.com.

PRESS CONTACT

Alexandra Stölzle
Corporate Marketing
T +49 821 5702-305
marketing@bowe.com

BOWE GROUP

a brand of
BÖWE SYSTEC GmbH
Werner-von-Siemens-Str. 1
86159 Augsburg | Germany

BOWE.COM



BOWE GROUP COMPANY PROFILE

BOWE.COM

The BOWE GROUP is one of the world's leading suppliers of smart automation and IoT software solutions along the entire internal value-added chain, and beyond. For more than 75 years, our solutions have been optimizing work processes and production workflows across a wide range of different industries. In every case, our goal is to provide our customers with innovative, customized technologies that allow them to secure an edge in their markets.

The three strong divisions of the **BOWE GROUP** create future-proof automation solutions that are precisely tailored to the specific needs of their target markets. **BOWE SYSTEC** stands for efficient solutions in inserting, plastic card mailing and mail sorting. **BOWE INTRALOGISTICS** supplies a comprehensive array of intralogistics solutions for e-commerce, multichannel retail, parcel distribution services and manufacturing industries. **BOWE IQ** complements the portfolio with smart IoT software solutions for machine control, warehouse management, process optimization, tracking and the integrated management of complex, networked automation scenarios.

Founded in 1945 and headquartered in Augsburg, Germany, since 2010 BOWE has been wholly owned by the broadly based and financially strong Possehl Group, which is based in Lübeck, Germany. With around 1,000 employees, some 20 subsidiaries and over 50 general representatives worldwide, the BOWE GROUP is able to guarantee fast and local advice, sales and service support for customers around the world. For further information, please visit www.bowe.com and www.possehl.de.

If you publish an article about our company or products, we would be grateful if you could send a voucher copy to the address below. Many thanks.

PRESS CONTACT

Alexandra Stölzle
Corporate Marketing
T +49 821 5702-305
marketing@bowe.com

BOWE GROUP

a brand of
BÖWE SYSTEC GmbH
Werner-von-Siemens-Str. 1
86159 Augsburg | Germany

BOWE.COM