

Press Release

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SCHMETZ product packaging shines in a new and modern design

Albstadt, Germany: SCHMETZ is fundamentally revising the presentation of product packaging for the domestic segment. The first needle systems in the new look are expected to be available at the beginning of the fourth quarter of 2022.

True to the motto “You only get SCHMETZ on the inside if you see SCHMETZ on the outside”, the aim is to make it easier for customers to make the right choice from the wide range of sewing machine needles available. SCHMETZ is fundamentally revising the presentation of its product packaging in the domestic segment in order to best meet the individual needs and varied requirements of its customers.

In the future, SCHMETZ sales packaging will come in a modernized design. A first step towards more sustainable packaging has been taken by using the product card more efficiently. In future, each needle will have an image typical of the application, the color marking for the needle type and a QR code on the packaging for additional information on the needle system. Another new feature is that the SCHMETZ seal is on the needle box. Because only when the name SCHMETZ is on the packaging can the customer be sure that they are really buying a SCHMETZ needle.

About SCHMETZ

SCHMETZ is a subsidiary of the Groz-Beckert Group and produces high-quality sewing machine needles for the industrial and domestic segment. The



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company has a strong tradition and was founded in Herzogenrath, Germany, in 1851. It now has around 440 employees worldwide. In fiscal year 2021, SCHMETZ generated an overall turnover of around 25.5 million euros. The worldwide presence of the company is guaranteed through numerous sales partners and a tight dealer network on all continents.