

Orell Füssli Security Printing



HERTA WEGMÜLLER has been employed in the Inspection Department at OF Security Printing since 1972. Whereas printed banknotes are now examined mechanically, manual inspection is indispensable for Swiss passports.

DIVISION _ OF SECURITY PRINTING

Everyone in Switzerland comes into contact with products from the Orell Füssli Group almost daily – in a literal sense: the roughly 300 million banknotes denominated in Swiss francs which are currently in circulation were all produced by Orell Füssli. Recognised as a leading security printer, the company produces banknotes, identity documents and securities. Orell Füssli also provides printing preparation facilities and consulting services for the technical design of security documents.

Products and markets

Orell Füssli Security Printing operates in three product sectors: banknotes, travel documents and securities. Orell Füssli Security Printing also offers customers a wide range of services in the fields of consulting, product testing and stock-keeping.

Orell Füssli is a leading partner of central banks, governments and official bodies for the development and production of secure, high-quality documents. The company operates worldwide, but the Swiss National Bank (SNB) and departments of the Swiss federal government are its principal customers. Orell Füssli has supplied the SNB with banknotes since 1911 and has printed Swiss passports since 1959. Orell Füssli is sole supplier to the SNB. However, Orell Füssli also supplies security documents to commercial banks and companies in various sectors of industry. These include, for example, the luxury goods industry.

Strategy

In the production of banknotes and identity documents Orell Füssli focuses on customers who demand high standards rather than mass-market products. In the case of banknotes, global competition has been intensified in recent years by cut-price suppliers seeking to gain market share on the basis of price alone. Orell Füssli Security Printing has always focused on customers who set high standards in respect of quality, technology, security, delivery dependability and service.

Competition is especially keen among producers of identity and security documents. New suppliers can enter the market with relatively little capital investment. In this case also, Orell Füssli maintains its strong position with products and services featuring especially high quality and functionality.

Growth areas

Despite the success of plastic cards, the relevance of banknotes as a means of payment will not decline in the foreseeable future. Orell Füssli believes that the demand for banknotes will still continue to increase slightly in the medium term. The growing middle class in emerging economies is a major factor. Here cash plays a larger role as a means of payment, and also in the accumulation of private savings, than in mature markets. Orell Füssli has continued to broaden its customer base in the banknote business in recent years.

THREE PRODUCT SECTORS

Banknotes; travel documents, such as passports, visas and ID cards; securities, such as certificates, cheques, vouchers, toll discs, shares and bonds.

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New materials and processes are opening up additional growth areas for the company. For example, banknotes are now no longer printed only on paper, but increasingly also on polymer substrates. The production of polymer-based banknotes using ink-conducting intaglio printing is a core competence of Orell Füssli.

SPECIALIST KNOW-HOW

Chemical expertise is also called for at the pre-press stage, for example for the electrolytic production of plates for intaglio printing.

In the segment of identity and security documents, Switzerland's accession to the Schengen Area has opened up further business opportunities for the production of visas. Orell Füssli believes that mobility will continue to increase in the years to come, while security requirements will rise at the same time. Demand will therefore grow for travel documents which ensure high security standards. Customers in other countries benefit from the know-how Orell Füssli has acquired in the Swiss passport project.

Innovation

Orell Füssli Security Printing is well-known for innovative applications of printing processes and technologies. With many years of experience and state-of-the-art equipment, the company also sets trends in precision and quality. Orell Füssli specialists monitor the technology market closely and identify potential applications of new security technologies at an early stage. Orell Füssli helps to shape these trends, continually develops new applications and protects them with patents.

Orell Füssli has an acknowledged track record in the initial application and promotion of new technologies. Specific solutions in security printing are often developed jointly with industrial partners and in close cooperation

with customers. Suppliers of paper or polymer as substrate materials for banknote printing are important innovation partners. Manufacturers of security inks and films also play a crucial role in innovation. Orell Füssli has a high level of IT expertise at its disposal in-house, which is essential for the development of system solutions.

In the travel document sector Orell Füssli Security Printing cooperates closely with Swiss federal government agencies, for example in order to ensure that Swiss passports always conform to the latest state of the art so that they fulfil the growing requirements of the ICAO (International Civil Aviation Organization).

Orell Füssli Security Printing invests continuously in production systems. Only in this way can products be furnished with innovative features and produced efficient in the highest quality.



BANKNOTE PRINTING Skilful processing of paper or polymer, security inks and films gives rise to innovation. The microperforation process with lasers is an example of an innovative first-time application by Orell Füssli.

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Job profiles and career opportunities

To maintain its position of leadership in security printing it needs employees with different areas of expertise. This is outlined with a selection of functions and assignments.

Marketing and sales operations comprise field and indoor sales activities. Field sales personnel are on the move worldwide, establishing and maintaining contact with customers. Foreign language skills, high motivation and an engaging approach are essential here. Indoor sales draw up quotations based on product specifications and structure customers' orders. The Key Account Manager is the customer's contact and attends to all his requirements in-house at Orell Füssli.

When a new product is developed, further crucial steps have to be completed prior to the printing process. Operations Planning draws up the order specifications as stipulated by the Key Account Manager. Production Scheduling is responsible for optimum planning of the printing processes with the available resources. Purchasing ensures that all the necessary material is purchased at the right time and the best possible price and is ready for use. Logistics is responsible for the correct material being available on the correct production machine at the right time and being stored safely after further processing.

In pre-press operations optimum designs in terms of security technology and the printing tools are produced. This calls for a sound knowledge of image processing on the computer, as well as chemical expertise, for example in the electrolytic production of printing plates for intaglio printing. The different printing processes used when producing security documents call for highly specialised know-how. And finally quality assurance ensures that defective products remain a rare exception.



INTERNATIONAL SCOPE Orell Füssli has a modern machine portfolio and focuses on a demanding clientele worldwide in the security printing market.