

PRESS RELEASE

Comprehensive re-branding reflects Boschman's ambitious growth plan

Duiven, 12th of November 2018 - Boschman Advanced Packaging Technology, formerly known as Boschman Group underwent a comprehensive corporate re-branding. The existing entities Advanced Packaging Center and Boschman Technologies have merged into Boschman's three business activities: Package Development, Assembly Services and Equipment. The re-branding reflects both the growth of the company as well as its vision for the future.

The re-branding consisted of: a new corporate brand name, new operational brand names, a new slogan, new marketing material, a new web-site and a new focus for the company. Completing the execution, the company revealed its new name as Boschman Advanced Packaging Technology along with its new slogan: "Smaller, better and lower cost: we realize the best package for your product".

The re-branding reflects both the growth of the company as well as its vision for the future. With this corporate rebranding, Boschman Advanced Packaging Technology is focusing exclusively on providing one-stop-shop solutions from package development, sample production, low to mid volume production assembly and transfer to high-volume production supported by the highly professional offering in Ag-sintering and molding production equipment. This has always been its core strength. Boschman Advanced Packaging Technology's new branding further enables the company to stand out in as well existing as emerging and developing markets where Boschman Advanced Packaging Technology will aid and assist the customers in achieving added value in their businesses.

Co-founder and CEO Boschman Advanced Packaging Technology and Managing Director of Boschman Equipment, Frank Boschman, upon announcing the corporate re-brand said: "I am very pleased with our revised strategy and new business activities structure, this provides us a solid foundation to achieve our growth ambitions"

Eef Boschman, Managing Director of Boschman Package Development and Boschman Assembly Services added:

"With the merger of the two companies we will be able to better serve our customers and guarantee a smooth transition between all stages of a package development. From idea to high volume manufacturing, we have all the required competences and means to support our customers during these phases."



Note for the press:

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About Boschman

Boschman, Advanced Packaging Technology is the one stop shop for highly innovative packaging solutions. Boschman supports its customers at each and every stage of their package, assembly or Sintering and Molding equipment needs. With over 30 years of experience Boschman will enable a smooth transition from idea to production.