

Press Information

Janoschka and Linked2Brands contribute in HolyGrail 2.0
For smart packaging sorting and recycling.

Kippenheim, 8 September 2020. Janoschka and its production agency for brand owners Linked2Brands are supporting the HolyGrail 2.0 project together with more than 85 companies and organisations from the complete packaging value chain. The goal is to pioneer the digital watermarks technology for smart packaging recycling in the EU.

Under the auspices of [AIM](#), the European Brands Association, Janoschka and Linked2Brands have joined forces with over 85 companies and organisations from the complete packaging value chain to assess whether the pioneering technology Digital Watermarks can enable better sorting and higher-quality recycling rates for packaging in the EU, to drive a truly circular economy.

Digital watermarks were found to be the most promising technology, and so the branded goods industry has now stepped in to facilitate the next phase as cross-value chain initiative under the name “HolyGrail 2.0”, which will take place on a much greater scale and scope. This will include the launch of an industrial pilot in order to prove the viability of digital watermarks technologies for more accurate sorting of packaging and higher-quality recycling, as well as the business case at large scale.

„A responsible approach to nature and humankind has always been an indispensable and natural part of our corporate culture. We feel it is a matter of course and our obligation, for us and the industry to which we belong over 40 years, to support this promising HolyGrail project, and to share the goal of a clean, circular and neutral economy“, says Stefan Gutheil, CEO Janoschka AG.

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For further information:

<https://www.aim.be/priorities/digital-watermarks/>

<https://www.youtube.com/watch?v=-chbdk2FBDk>

About Janoschka

Janoschka, headquartered in Kippenheim, Germany, has significant expertise in the prepress area and, with more than 1,600 employees plus an annual turnover of more than 100 million euros, is among the global market leaders in its sector. As a full service prepress provider Janoschka has a comprehensive product range and, based on a wide-ranging technical know-how and long-standing experience, offers printing tools for gravure and flexo printing, embossing rollers, artwork & reproduction, colour management, cylinder bases and much more besides. The company which was formed in 1976, and continues to be family-run, is represented globally through 28 subsidiaries in fifteen countries across Europe, Asia and South and Central America. www.janoschka.com

About Linked2Brands

Linked2Brands, headquartered in Munich/Germany, is a 100-percent subsidiary of Janoschka AG and the production agency for packaging development and design adaptation. As the production agency for brand owners, Linked2Brands specializes in design adaptation, presentation, photography, artwork, colour separation, print and colour management along the entire value creation chain of the pre-press process including consulting for all kind of print packaging projects (food/non-food) and product presentation at the POS. The company has its origins in the former Janoschka brands team. Linked2Brands currently employs over 100 people at its sites in Germany, Brazil, Russia, Turkey and India. www.linked.global