

Linked2Brands México -

The global network of Linked2Brands agencies continues to grow

Munich/Mexico City, May 2021: Linked2Brands, the production agency for brand owners and their labels, has secured its presence in Central America with the launch of Linked2Brands México. The network of brand guardians in Germany, Brazil, Russia, Turkey, India and Mexico now spans the entire globe. The Linked2Brands agency and brand is a spin-off of the former brands unit of prepress expert Janoschka and was founded in 2019.

Linked2Brands México is the newest member of the Linked2Brands family of agencies, looking after the brand identities of local and global FMCG brand customers. The preparation of visual content for all analogue and digital consumer touchpoints is just one of Linked2Brand's key competencies. The agency is capable of supporting customers' brand identities along the entire value creation chain during the pre-print stage

The benefits of a local presence are obvious, especially in the communications business. Cultural and linguistic factors can be taken into account from the outset, and Linked2Brands may even become an integral part of the customer team, if required. On the basis of an onsite model, Linked2Brands acts as a link between the creative department at the customer end and the graphic production on the agency side in day-to-day operations. In this respect, the Linked2Brands México account managers also have an onsite presence with customers in Mexico City, Columbia and Argentina.

"We are proud of the rapid development we have achieved in less than two years since the company's foundation. The international set-up of our network is an unbeatable USP, providing significant added value to our global and local customers. We are motivated by the positive market feedback to further extend Linked2Brand's globalisation and specialisation in the medium-term", explains Stefan Hilss, Managing Director at Linked2Brands.



About Linked2Brands

The production agency for packaging development and design adaptation Linked2Brands, headquartered in Munich/Germany, is a 100-percent subsidiary of Janoschka AG. The company has its origins in the pre-press expert Janoschka and, hence, owns more than 25 years' experience in consistent brand presentation at all kind of customer touch point. Linked2Brands currently employs +100 people at its sites in Germany, Brazil, Russia, Turkey, India and Mexico and operates internationally via other branches of Janoschka.

www.linked.global

About Janoschka

Janoschka, headquartered in Kippenheim, Germany, has significant expertise in the prepress area and, with more than 1,700 employees plus an annual turnover of more than 90 million euros, is among the global market leaders in its sector. As a full service prepress provider Janoschka has a comprehensive product range of tooling, graphic production and consulting services. 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

