

Linked2Brands Iberia

The packaging production agency for brand owners

Ismaning, Germany, April 2022: The production agency Linked2Brands is supporting brand owners along the entire value chain of printed packaging and beyond. The preparation of visual assets for all consumer touch points, be it the physical or digital shelf, is one of Linked2Brands key competencies. Linked2Brands Iberia, based in Barcelona, has recently joined the agency network that was spun-off from Janoschka in 2019.

For more than four decades, Janoschka has been the prepress partner for the FMCG industry, helping brand owners and converters implement their packaging projects. To meet the growing demands of the various customer groups, Janoschka has ever since been pushing its specialisation in the dedicated markets. Spinning off the former business unit „Brands“ into a new operation as of July 1st, 2019 has been a further strategic milestone. Just like before the converter business with all prepress products and services is being managed under the Janoschka brand.

Brands make a promise, and its values should be reflected at all customer touch points to guarantee a consistent brand image globally, whether on a supermarket shelf or online.

As a Janoschka spin-off, Linked2Brands has more than twenty-five years of experience and solid know-how in the world of brand presentation at various touch points. Thanks to this legacy, the specialists have the entire creation and production process in mind from the outset. The brand guardians of Linked2Brands ensure not only a smooth execution of printed packaging on a physical shelf, but also the consistent brand representation for e-commerce.

Linked, the production agency for brand owners specialises in design adaptation, graphic and visual asset production, photography, print colour management along the entire premedia value chain and much more. Linked2Brands guarantees its customers the exact and consistent presentation of their brand – comprehensively and worldwide. The competence and strength in the brands business are underscored with a new brand image.



“We are proud of the rapid development we have achieved in less than three years since Linked2Brands’s foundation. With currently more than 160 staff at 11 locations worldwide the international set-up of our network is a unique asset, providing significant added value to our global and local customers. We are continuously striving to further extend Linked2Brand’s globalisation and specialisation in ensuring the consistent brand presentation of our customers around the globe.”, 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 +160 people at its sites in Germany, Brazil, Russia, Turkey, India, Mexico, France, Vietnam, Malaysia and Spain, 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 nearly 100 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