

## Linked2Brands Vietnam

The packaging production agency for brand owners is expanding its global network

*Ismaning/Germany, Ho Chi Minh City/Vietnam, October 2022: The production agency Linked2Brands is supporting brand owners along the entire value chain of printed packaging and beyond. The preparation of visual assets and print data for all consumer touch points, be it the physical or digital shelf, is among Linked2Brands key competencies. Linked2Brands Vietnam, based at Deutsches Haus in Ho Chi Minh City, has now joined the agency network.*

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.

Linked2Brands Vietnam is the newest member of the Linked2Brands family looking after the brand identities on the packaging of local and global FMCG brand customers. The preparation of artworks, colour separations and 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. Linked2Brands specialises in design adaptation, graphic and visual asset production, photography, print colour management along the entire premedia value chain and much more.

As a spin-off from Janoschka, the leading prepress partner for the packaging printing industry, 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.



“We are proud of the rapid development we have achieved in the last three years since Linked2Brands’s foundation. 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

Linked2Brands, the production agency for packaging development and design adaptation, headquartered in Munich/Germany, is a 100% 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, Malaysia, Spain and Vietnam, and operates internationally via other branches of Janoschka.

[www.linked.global](http://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](http://www.janoschka.com)