

Press Release



Sketch New Building / Source Schulz Farben- und Lackfabrik

With 26 million euros, Schulz Farben- und Lackfabrik GmbH is making the largest investment in the company's history

Langenlonsheim, 5th January 2021

The medium-sized family business is setting the course for the next generation: with an investment volume of 26 million euros, the company is investing in the construction of a new logistic hall, in the restructuring of production processes, and in machinery and equipment. This promising investment serves on the one hand to meet future customer requirements 100% and on the other hand to secure the location and jobs in the Rhine-Nahe region.

In Langenlonsheim, Schulz Farben -und Lackfabrik GmbH is building a 12,600-square-meter adjacent to the existing building and will create an additional 23,000 pallet storage spaces. *"We are planning the largest investment in our company history to make the company even more efficient and future-proof. The customer satisfaction is the most important asset for us and this is what we will fundamentally establish with these measures"* says Michael Schulz, the company owner and CEO.

Strong growth in recent years

The current location was established in 1998. Since then, the output volume has more than quadrupled, making a significant expansion of capacity necessary. In addition to the extraordinary expansion of building space, production and supply chain processes are also being optimized. Automation and optimized transport and storage processes will be used to satisfy increasing customer requirements perfectly. The expansion ensures that it is possible to react precisely and quickly to the respective order volume.

Sustainable and future-proof

In advance of the new construction and conversion work, appropriate preparations were already made in 2020 to ensure that customers continue to be served at the highest level during the expansion phase:

In the neighboring state-of-the-art marketing and sales center at Altnah 32, the sales-oriented departments were spatially combined to guarantee optimal coordination and communication channels.



By outsourcing the finished goods logistics of a major customer to a hall at the other end of the street, necessary free space for production and filling was created. In addition, the production of solvent-based products was outsourced to suppliers, as only water-based products will be manufactured in Langenlonsheim in the future. *"This is also an important and consistent step in the course of our sustainable corporate orientation,"* emphasizes CEO Andreas Spies.

In addition to well thought-out waste disposal and water cycle concepts, the plant restructuring also takes into account measures for workplace and operational safety. *"With the conversion and expansion measures, we are increasing employee protection, going into regulated 2-shift operation, and at the same time can ensure smooth work processes at all times. We will significantly increase our performance through the capacity and production expansion,"* explains Spies.

Junior staff ready

The project is named: "JanHanna!" The naming underlines the long-term, future-oriented thinking of the family-run medium-sized company clearly. The project name is inspired by the first names of the two children of owner Michael Schulz. Both are studying business administration and will take on responsibility in the company in a few years. *"I am very pleased that my children have chosen this path. In this way, we are setting the positive course for the future of the company and, as one of the most important employers in the region, we are securing the location and jobs in the long term. This is what medium-sized companies in Germany look like,"* says Michael Schulz, who is very satisfied and happy.

SCHULZ Farben - und Lackfabrik GmbH located in Langenlonsheim was founded by Dieter Schulz in 1966 and, with 340 employees and sales of over €110 million in 2020, it is one of the most important medium-sized paint manufacturers in Europe. As a private label supplier to well-known DIY and home improvement stores and as a contract filler for retail chains, SCHULZ produces emulsion paints, varnishes, glazes, plasters and creative products for Germany and abroad. Schulz Farben supplies more than 1200 DIY stores in 14 European countries and in China. In recent years, both the company SCHULZ and the products received numerous industry awards. More information at www.schulz-farben.de

Contact: Schulz Farben- und Lackfabrik GmbH, An der Altnah 10, 55450 Langenlonsheim

Contact Person: Andreas Kern, Head of Communication and Marketing, Tel. 06704/ 93 88 117, a.kern@schulz-farben.de.