

Kampf GmbH

## "We take a holistic approach to slitting and winding"

**PRO Flexconvert in an interview with Oliver Conrad, Sales Director at Kampf GmbH.**  
**In the run-up to K 2025, he talks about technological innovations, the strategic realignment of the Kampf brand, and new impetus at the Wiehl site.**

**PRO Flexconvert:** Kampf is presenting itself at K 2025 as a 360° solution provider. What exactly can visitors expect?

**Oliver Conrad:** K in Düsseldorf is the most important trade fair for us – an international meeting place for innovation, exchange, and future topics. As the market leader, we see it as our task to provide impetus, pick up on trends, and engage in dialogue with customers, interested parties, and market competitors. At K 2025, we will be demonstrating what it means to think holistically about slitting and winding processes – across the entire life cycle. In addition to state-of-the-art machine technology, we will be presenting important automation solutions, our digital services, and lifecycle offerings that offer our customers genuine investment security. Our visitors can look forward to a strong portfolio: technologically leading, customer-oriented, and future-proof.

**PRO Flexconvert:** Are there any technological highlights that the industry can particularly look forward to?

**O. Conrad:** Indeed, there are several. We are currently experiencing another leap in popularity for biaxially oriented films – PrimeWinder and PrimeSlitter BlackLine with a working width of 12.3 metres and already prepared for up to 13 metres are therefore real highlights. With speeds of up to 1,500m/min and an enormous roll weight capacity, we can definitely talk about high performance here. But there are also new and further developments in other areas, such as usability and flexible packaging applications.

**PRO Flexconvert:** Kampf has always been technologically strong – but now the focus is shifting more towards user-friendliness?

**O. Conrad:** Exactly. The easier the machine is to operate, the faster and safer production processes can be carried out. Intuitive operation reduces operating errors, minimises downtime, and increases overall plant effectiveness and efficiency. In times of skilled labour shortages and frequent staff turnover, it is a great advantage when even less experienced operators can quickly learn to work with the machine. At the trade fair, we will be presenting EMMI – a fundamentally new way of operating machines. It is designed to be simple, intuitive, and accessible to all users. This was preceded by visits to many customers worldwide, where



Oliver Conrad, Sales Director at Kampf GmbH

we were able to gain insights into their everyday production and incorporate their valuable feedback into the development. Now our development team would like to open the dialogue for a new, smarter operating philosophy at the trade fair.

**PRO Flexconvert:** And what is this "surprise" you mentioned?

**O. Conrad:** We would like to remain a little mysterious about that and invite everyone to visit us in Hall 3, Booth A92 – but I can say this much: it is a new development that makes the technological excellence "made by Kampf" accessible to a whole new target group in the field of flexible packaging – and at the same time strategically expands our portfolio. It's going to be exciting!



*The innovation surprise – shown here as the starting motif for the product campaign – will remain "in the dark" until the opening of K 2025*

**PRO Flexconvert:** Kampf positions itself as a solution provider. What role do lifecycle and digitalisation play?

**O. Conrad:** A central role. Neither can be viewed separately from the machine. For us, every machine is the beginning of a partnership – not a completed project. Our lifecycle services offer targeted support over many years. Many of our customers, for example, are not yet familiar with our Kampf Academy. Time and again, we realise in dialogue how important it is to know how to operate and maintain the machine optimally – but unfortunately, this often gets lost in everyday operations or eroded due to personnel changes. Here, I can only encourage all customers to "refresh" their knowledge, if necessary, either in a webinar or – what I personally prefer – in a face-to-face seminar, even on site. The topic of digitalisation is also evolving. Here, too, we have listened to our customers' feedback and are gradually merging the the@vanced and my@vanced platforms

so that in the future, large parts will already be included in the scope of the machine's performance.

**PRO Flexconvert:** Does the topic of sustainability also play a role?

**O. Conrad:** Yes, this is an important topic for us in the future. We are

not only committed to this within the company itself. As an active partner in the R-Cycle initiative, we are also working on a functioning circular economy in the plastics sector. Digital product passports allow production data to be recorded and passed on along the entire value chain – for greater transparency, better recyclability, and optimised use of materials.

**PRO Flexconvert:** Another topic is the strategic development of the Kampf brand. What is behind this?

**O. Conrad:** We have revised and clearly structured our brand architecture, aligning it internationally and even more closely with our target groups. Our goal is to strengthen the visibility and recognisability of our products worldwide and to simplify communication.

**PRO Flexconvert:** As part of this process, Atlas Converting Equipment Ltd. was also renamed Kampf Machinery UK Ltd.

Why this step?

**O. Conrad:** The name change on 1 September 2025, was a logical and consistent step. This allows us to bundle our strengths under a strong, common, and internationally

well-known brand. For our customers, everything remains as usual, except for the email addresses: the location, contact persons, and services remain the same. But we are sending a clear signal – for unity, continuity, and a clear market presence worldwide.

**PRO Flexconvert:** As we have already heard, there is also a lot going on in Wiehl – keyword location development?

**O. Conrad:** Absolutely. We are investing specifically in our infrastructure – for example, in a new logistics centre and our customer experience centre THE LINQ. While the logistics centre will improve our internal and external logistics and make us fit for the future, THE LINQ will be a place for encounters: for customer dialogue, live demos, training, and genuine technology exchange. This will create space for innovation – to touch and experience. And that, too, is certainly a milestone for the next 10–15 years.

**PRO Flexconvert:** Finally: What message would you like to give visitors to K 2025?

**O. Conrad:** Be curious, be critical, and come to K with questions and an openness to dialogue. If you are looking for solutions that are not only technically convincing but also economically and sustainably designed, then Kampf is the right place for you. We stand for technology that thinks for itself and for partnerships that deliver. We are very much looking forward to showcasing all of this at K 2025 and are eager to receive your feedback.