



Press Kit

LEONHARD KURZ Stiftung & Co. KG

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1. The KURZ Story

LEONHARD KURZ was founded in 1899 by businessman Leonhard Kurz in Fürth, Bavaria. Beginning as his parents' business, a metal leaf beater in Fürth, the company LEONHARD KURZ – and also through the takeover of other gold leaf beaters from Schwabach and Fürth – developed into the largest gold leaf manufacturer and dealer in Europe by 1914.

After the First World War, Leonhard Kurz took over a patent from the USA in 1919 for the first gold embossing foil, a paper carrier roll onto which gold was transferred. This invention made it possible to easily transfer gold leaf to book covers, pencils, and the interior embossing of hats and shoe inserts, for example. The gold leaf was previously transferred by hand. A professional had to cover the surface with a glue paste and then apply the gold leaf with a brush.

The paper carrier foil became a great success, which led to an expansion of production in Fürth and further sales and export offices in the city in the early 1920s. As a result of the war, it was rather difficult to source gold because of rationing. The sales company 'Vereinigte Blatgoldfabriken' (United Gold Leaf Factories) was founded as a solution and to support local, independent gold leaf beating companies.

During the high inflation period of 1923, Leonhard Kurz even introduced his own KURZ currency, whose checks were backed by dollars and gold and which was accepted in stores in the region.

Shortly after the First World War, Konrad Kurz, the son of Leonhard Kurz, joined his father's company.

He developed a unique vacuum technology: Real gold was evaporated in a vacuum box and coated on to a paper carrier roll. This was a major innovation and made it possible to generate production volumes that would normally have taken 12 gold beaters a whole week – in just 24 hours. This production process allowed a completely uniform amount of gold to be applied with 25% less material. Konrad Kurz even had a worldwide patent for his evaporation box, but this was no longer valid after the Second World War.

Traditional gold leaf production continued at first, but was later sold.

LEONHARD KURZ survived the Second World War relatively undamaged. Herbert Kurz, Konrad Kurz's only son, joined the company after successfully completing his studies.

In the 1950s, Dr. Herbert Kurz took over the management of the company. In 1954, KURZ was represented for the first time with a stand at Drupa, the most important trade fair in the printing industry.

The increasing demand for stamping foils and the company's success required the expansion of production capacities as well as the relocation of the company's entire production and administration from the inner city of Fürth to the outskirts of the city. KURZ built a new, modern company complex that opened in 1960.

Dr. Herbert Kurz was the driving force behind the company's ongoing expansion around the globe. Starting in the '60s and '70s, he traveled to near and far eastern countries such as Lebanon and Iran, to India, Japan, Hong Kong, and Australia. He established sales offices worldwide and some of the first production facilities abroad, for example in Philadelphia, USA.

In the mid-70s, the sons of Dr. Herbert Kurz – Walter and Peter Kurz, now the 4th generation – joined the company's management.

Demand soon became huge, and the production facilities in Fürth could hardly cope with the work, so a second site with approximately 60 employees was established in Sulzbach-Rosenberg (around 70 kilometers from Fürth). Today, 1,200 employees work at this location alone.

The product range and application techniques have been continuously expanded. Strategically relevant company acquisitions in Germany, Switzerland, and Austria were made and new production sites opened, e.g. in China and Malaysia.

Founded over 120 years ago as a small gold leaf beating workshop in Fürth, the family business KURZ is today a leading company in the field of thin-film technology, with over 30 branches and subsidiaries and 5,500 employees worldwide. The products are used in a wide range of industries such as graphics, cosmetics, automotive, and consumer goods.

2. Milestones

- 1932** OROFIN® – Genuine gold foils
- 1950** LUXOR®/ALUFIN® – Metallized hot stamping foils
- 1960** COLORIT® – Pigmented hot stamping foils
- 1965** KURZ application machine systems – Finishing machines from KURZ, BAIER, ISIMAT
- 1970** Woodgrain/TOUCHWOOD®/UNICOLOR/BRUSHED – embossing foils in fascinating designs
- 1970** Decoration / Heat Transfer / In-mold – Multi-color designs, single images / In-mold Decoration process
- 1971** Chrome Exterior – Chrome-metallized hot stamping foils for exterior applications
- 1976** Magnet – Magnetic foils for data storage
- 1978** KINEGRAM® family – Visual security features of OVD KINEGRAM
- 1980** TRUSTCONCEPT® family – Brand protection features and software solutions
- 1980** LIGHT LINE® – Hot stamping designs with diffractive optical structures
- 2003** POLY IC, PolyTC® – Sensor technology for touch screens, controls, and more
- 2012** DIGITAL METAL® – Digital finishing processes and machines
- 2012** Backlighting / Carbon / IPD-skin® – Trend concepts and new plastic decoration technologies
- 2013** inLINE FOILING® – KURZ and ISIMAT tube and glass decoration process
- 2013** KURZ DIGITAL® – Software solutions and IT services from KURZ Digital Solutions
- 2016** BURG DESIGN – PMD: Exclusive automotive design
- 2021** SCRIBOS – Secure and effective solutions for brand protection
- 2023** CANYON – Printing, thermoforming, 3D trimming, 2D precision cutting, and injection molding

3. Mission, Vision, Values

Making every product unique – LEONHARD KURZ's mission is the guiding principle of our actions. As one of the world's leading companies in our industry, we strike the balance between global markets and a family atmosphere. LEONHARD KURZ's culture is based on more than 120 years of success, high-quality products for our customers, and an innovative working environment that allows us to achieve the goals we have set together. Our entrepreneurial actions are always based on tradition, values, visions, and people.

We offer our customers the very best solutions to make their products better, more beautiful, and safer. In doing so, we inspire people with our joy and passion, and we show that we are fully committed to our customers. In order to be innovative and a pioneering player on the market, we are constantly developing our processes, techniques, and methods without sacrificing our commitment to the best quality and maximum reliability. We have an open heart and an open mind toward the world and its diverse cultures. We are interested in the individual needs of our customers and employees and combine all of this into a diverse and collaborative team.

4. Board of Management & Management Images



Ill. 1: Dr. Andreas Hirschfelder, Chief Executive Officer; source: KURZ

Dr. Andreas Hirschfelder was born in Kelz, North Rhine-Westphalia in 1967. In 1987 he commenced his studies in Organic Chemistry at the University of Cologne, from where he graduated in 1992. He subsequently received his doctorate in organic chemistry at Dortmund University of Technology in 1995. As CEO, Dr. Hirschfelder is responsible for the strategic direction and business decisions of the KURZ Group.



Ill. 2: Dr. Andreas Hirschfelder, Chief Executive Officer; source: KURZ

Since 02/2023 Member of the LEONHARD KURZ Board

2018 – 2023 Senior Vice President, Member of the Management Board at LEONHARD KURZ

2016 – 2018 Managing Director, BURG DESIGN – a KURZ company, Steyr/Austria

2014 – 2018 Managing Director, PolyIC – a KURZ company, Fürth/Germany

2006 – 2018 Head of Business Area Plastic Decoration at LEONHARD KURZ

2001 – 2006 Research Development Group Manager at LEONHARD KURZ

1996 – 2001 Research & Development Manager Automotive at LEONHARD KURZ



III. 3: Dirk Bockwinkel, Executive Senior Vice President Global Finance; source: KURZ

[Dirk Bockwinkel](#)

- | | |
|--------------------|--|
| Since 2020 | Executive Senior Vice President Global Finance |
| 2015 – 2020 | Head of Corporate Finance |
| 2008 – 2015 | Head of Group Report, Accounting |
| Since 2003 | Managing Director Finance PolyIC – a KURZ company, Fürth/Germany, and in subsequent years further appointments to corporate bodies at KURZ Group companies in Germany and abroad |
| 2000 – 2008 | Head of Group Report at LEONHARD KURZ |
| 1995 – 2000 | Group Accounting Manager at a German insurance company |



Markus Hoffmann

- | | |
|--------------------|---|
| Since 2022 | Member of the Management Board, Executive Senior Vice President of the Business Areas Industrial and Applications |
| 2017 – 2022 | Member of the Executive Board, Senior Vice President of the Business Areas Industrial and Applications |
| Since 2006 | Member of the Management Board, Head of Global Sales at LEONHARD KURZ |
| 1994 | Assignment abroad at KURZ Hastings, USA |
| 1992 | Joined LEONHARD KURZ as an IMD application engineer

Practical training at BROCHIER Sondermaschinenbau,
Sumitomo (SHI) Demag Plastics Machinery, ANC-Elsbett-Motor-Technologie |
| 1991 | Graduated as an engineer |

III. 4: Markus Hoffmann, Executive Senior Vice President Business Area Applications & Business Area Industrial; source: KURZ



III. 5: Rainer Süßmann, Executive Senior Vice President of Business Area Plastic Decoration; source: KURZ

Rainer Süßmann

- Since 2023** Member of the Management Board, Executive Senior Vice President for Business Area Plastic Decoration
- Since 2016** Member of the Management Board of BURG DESIGN – a KURZ company, Steyr/Austria
- 2002 – 2023** Global Head of Sales Management Automotive
- 1998 – 2002** Automotive Product Manager at LEONHARD KURZ
- 1992 – 1993** Sales Engineer Automotive, KURZ Hastings, USA
- 1987 – 1998** Development Engineer and Program Manager Automotive at LEONHARD KURZ



III. 6: Ralph Hopfensitz, Executive Senior Vice President Global Technology; source: KURZ

Ralph Hopfensitz

- Since 2022** Executive Senior Vice President Global Technology / CTO
- 2014 – 2022** Senior Vice President Global Technology / CTO
- Since 2014** Member of the Management Board of KURZ Production Malaysia
- 2004 – 2014** Head of Manufacturing Support at LEONHARD KURZ
- 2002 – 2004** Director of Operations at KURZ Hastings, USA
- 1996 – 2002** Project engineer for assembly technology at LEONHARD KURZ
- 1996** Graduated as a mechanical engineer (production engineering)
- 1991 – 1996** Degree in mechanical engineering at Georg Simon Ohm University of Applied Sciences in Nuremberg



Ill. 7: Thomas Hertlein, Executive Senior Vice President KURZ Transfer Products L.P.; source: KURZ

Thomas Hertlein

- Since 2022** Member of the Management Board, Executive Senior Vice President at LEONHARD KURZ
- Since 2017** CEO, KURZ Transfer Products L.P., Huntersville, NC/USA
- 2011** General Manager, KURZ Transfer Products L.P.
- 2008** Vice President, KURZ Transfer Products L.P.
- 2006** Business Unit Controller
- 2002** Marketing Assistant at LEONHARD KURZ
- 2000** Degree in Business Administration, Georg Simon Ohm University of Applied Sciences in Nuremberg



Peter Mühlfelder

- | | |
|--------------------|--|
| Since 2024 | Member of the Management Board, Executive Senior Vice President Business Area Security |
| 2011 – 2023 | Managing Director OVD KINEGRAM AG |
| 2007 – 2023 | Head of Business Area Security Banknotes |
| 2001 – 2006 | LIGHT LINE® Product Manager |
| 1999 – 2001 | Project manager during the acquisition of OVD KINEGRAM AG |
| 1996 – 1999 | Started at KURZ as Head of Project Management / Internal Service |
| 1992 – 1996 | Project manager in the electrical industry |
| 1989 – 1992 | Officer of the German Armed Forces |
| 1985 – 1988 | Degree in Economics and Organizational Sciences at the University of the German Armed Forces in Munich, graduating with a Diploma in Business Administration |

III. 8: Peter Mühlfelder, Executive Senior Vice President Business Area Security; source: KURZ



III. 9: Management of LEONHARD KURZ Stiftung & Co. KG; source: KURZ

5. Company Photos



III. 10: Company premises in Fürth; source: KURZ



III. 11: Sulzbach-Rosenberg company premises; source: KURZ

6. Sustainability

Nature is the greatest good on Earth. As the market leader in coating technology, we are well aware of our global responsibility for the planet. At LEONHARD KURZ we have come to view our main task as protecting the natural balance. Only the equilibrium between mankind and the environment can create a healthy habitat for future generations.

[The KURZ Sustainability Report](#)

6.1 EcoVadis

KURZ's sustainability strategy received the silver medal in the 2023 EcoVadis "Sustainability Assessment Report." KURZ performed above average in all dimensions examined – Environment, Labor and Human Rights, Ethics, and Sustainable Procurement – and received the prestigious award from the sustainability experts. Within these four analyzed dimensions, energy requirements and emissions are reviewed, for example, and the materials used and product lifetimes are also analyzed. In addition, the focus is on protecting employees and their working conditions, on complying with anti-corruption regulations, and on the integrity of our other partners along the value chain. With this award, we can underline the importance of a green value chain, demonstrate further progress in the sustainable use of people and resources, and send a strong message to our customers: KURZ is well on its way to becoming one of the most sustainable companies in the industry and is also a reliable partner in the manufacture of resource-conserving products.

[EcoVadis](#)

6.2 UN Global Compact

The United Nations Global Compact is a global pact concluded between businesses and the UN to make globalization more social and ecological. KURZ has been participating in the UN Global Compact since February 15, 2021.

[United Nations Global Compact](#)

7. Business Areas Key Data

7.1 Business Area Industrial (BAI)

One of KURZ's major business areas is the graphic industry. In this area, the focus is, in particular, on label and packaging design, material-saving finishing solutions, and efficient processes for graphic products. In addition to design concepts and innovative design solutions, KURZ supports its customers throughout the entire development process. Finishing methods such as hot stamping, cold transfer, and digital transfer are deployed in the process.

www.kurz-graphics.com

7.2 Business Area Plastic Decoration (BAP)

KURZ provides innovative solutions for a wide range of industries in the plastics industry and is a global design and service partner for exceptional surface decoration. The industry spectrum ranges from smart user interfaces to scratch-resistant finishing for notebooks, household appliances, and consumer electronics to a wide range of products in the automotive industry. With its plastic solutions, KURZ is also represented in the health and cosmetics industry and finishes products from all well-known brands. Together with its subsidiary PolyIC, a sensor solution specialist, KURZ produces pioneering HMI components, touch control panels, and backlighting.

www.plastic-decoration.com

7.3 Business Area Applications (BAA)

Depending on the requirements, special printing and embossing machines are required to finish products, emboss packaging, or apply protective layers and decors to surfaces. KURZ offers customers in all business areas complete solutions ranging from consulting through the transfer product to the appropriate machines. This is possible because KURZ works with various specialized subsidiaries that are successful in mechanical engineering.

7.4 Business Area Security (BAS)

Counterfeit protection, product and brand security, and security technologies for banknotes are other business areas of KURZ. As soon as high-quality products enter the market, it is foreseeable that a cheaply produced counterfeit will follow, which poses risks, especially for safety-relevant products. This applies in equal measures to the medical sector, the wine, spirits and tobacco segment, the textile industry, the automotive sector, luxury goods, and licensing. As a leading provider, KURZ therefore offers various security solutions that make products forgery-proof and protect brands from counterfeiting. KURZ TRUSTCONCEPT® product protection technology provides products with different security features depending on requirements. KURZ offers a comprehensive security concept including a consulting service to protect original products.

KURZ has also established itself as a leading provider in the field of security elements for banknotes. Currencies from over 80 countries worldwide are finished and made counterfeit-proof with various security features from KURZ. The KURZ subsidiary OVD KINEGRAM is continuously researching and developing the protected, unique KINEGRAM® technology further and is constantly defining new standards for security solutions.

www.trustconcept.com
www.kurz-banknotes.com

8. The KURZ Group

8.1 BAIER

BAIER is the expert for innovative hot stamping systems within the KURZ Group. The machine builder develops and builds tailor-made special machines for individual applications in the plastics and graphics segment. BAIER offers manufacturers solutions from a single source that are uncompromisingly tailored to their individual needs.

www.baier-praegetechnik.de



III. 12: BAIER logo; source: KURZ



III. 13: BAIER company premises; source: KURZ

8.2 BURG DESIGN

BURG DESIGN is a highly creative company with a strong focus on design and is a Tier 1 OEM for the automotive industry. The company produces interior and exterior components of innovative vehicle concepts for revolutionary design using various production processes and special design variants.

www.burg-design.com



III. 14: BURG DESIGN logo; source: KURZ



III. 15: BURG DESIGN company premises; source: KURZ

8.3 CANYON

CANYON is an international leader in the field of In-Mold Decoration (IMD). The company offers its expertise in printing, thermoforming, 3D trimming, 2D precision cutting, lamination, and injection molding to customers worldwide.

www.canyongraphics.com



Ill. 16: CANYON logo; source: KURZ



Ill. 17: CANYON company premises; source: KURZ

8.4 H+M

Hinderer + Mühlich is the expert for embossing stamps within the KURZ Group. With high-precision embossing tools, H+M offers tailor-made solutions for efficiently refining packaging and products in the graphics industry as well as plastic parts, even with the highest design and functional requirements, and turning products into masterpieces.

www.hinderer-muehlich.com



Ill. 18: H+M logo; source: KURZ



Ill. 19: H+M company premises; source: KURZ

8.5 ISIMAT

The special machine builder ISIMAT develops and manufactures high-performance printing machines for packaging printing. The tailor-made solutions for excellent and unique finishing of tubes, glasses, and plastic items stand for print quality, reliability, and maximum productivity.

www.isimat.com



III. 20: ISIMAT logo; source: KURZ



III. 21: ISIMAT company premises; source: KURZ

8.6 KURZ DIGITAL

As a strategic partner, KURZ Digital Solutions is helping to shape the digital transformation within the KURZ Group worldwide. As an application specialist, KURZ Digital Solutions offers tailor-made digitalization concepts. The KURZ subsidiary develops and programs digital applications and services for simplified processes and better user experiences.

www.kurzdigital.com



III. 22: KURZ DIGITAL logo; source: KURZ



III. 23: KURZ DIGITAL Offices; source: KURZ

8.7 MPRINT

As an international innovation leader, MPRINT is the expert in digital inkjet printing within the KURZ Group. The plant and machine manufacturer is revolutionizing digital printing both in the graphics industry and in industrial direct printing and makes it available to all users as an equal partner. In doing so, MPRINT inspires its customers with pioneering technology, process reliability, and flexibility so that they can master today's and future printing challenges.

www.mprint.de



III. 24: MPRINT logo; source: KURZ



III. 25: MPRINT company premises; source: KURZ

8.8 OVD KINEGRAM

With its KINEGRAM® technology, OVD KINEGRAM is one of the world's leading providers of security solutions for the protection of government documents and banknotes and the technological competence center in the field of high-security applications within the KURZ Group. More than 140 countries today rely on KINEGRAM® technology to protect their most important government documents and banknotes.

www.kinegram.com



III. 26: OVD KINEGRAM logo; source: KURZ



III. 27: OVD KINEGRAM company premises; source: KURZ

8.9 POLY IC

POLY IC enables manufacturers to excel in the efficient production of automated functional parts with PolyTC®, a printed touch interface technology. PolyTC® touch sensors are transparent, conductive, and highly flexible metal mesh touch sensors that can be individually adapted. They offer added functionality, design freedom, and individuality in product design, e.g., in the implementation of innovative HMI concepts.

www.polyic.com



III. 28: POLY IC logo; source: KURZ



III. 29: POLY IC company premises; source: KURZ

8.10 SCHÖFER

In addition to complex tools, the injection molding company SCHÖFER also manufactures plastic parts that meet the highest demands in terms of precision, appearance, and function. With enormous innovative power and creativity, SCHÖFER finds individual solutions for the most complex applications, and offers customers unlimited design freedom when it comes to product design. The company's service portfolio ranges from engineering and tool making to the production of individual components.

www.schoefer.at



III. 30: SCHÖFER logo; source: KURZ



III. 31: SCHÖFER company premises; source: KURZ

8.11 SCRIBOS

SCRIBOS develops and manufactures innovative and secure product labels that can be combined with state-of-the-art digital tools. These effective brand protection solutions enable brand owners around the world to fight counterfeiting, gray market trading, and unauthorized overproduction. They also open up opportunities for customer interaction, follow-up, and market analysis.

www.scribos.com



III. 32: SCRIBOS logo; source: KURZ



III. 33: SCRIBOS company premises; source: KURZ

8.12 STEINEMANN DPE

Steinemann DPE, a KURZ company, develops and builds industrial high-end digital printing finishing machines for the graphic industry in the roll and sheet segment. As one of the leading international manufacturers, STEINEMANN DPE became part of the KURZ Group in 2019. Together with LEONHARD KURZ, STEINEMANN DPE offers its customers impressive digital finishing options thanks to perfectly coordinated system solutions consisting of machines, consumables, service, and software.

www.steinemann-dpe.com



III. 34: STEINEMANN DPE logo; source: KURZ



III. 35: STEINEMANN DPE company premises; source: KURZ

9. Press Releases and Contact Details

All current press releases can be found in our press area
at www.kurz-world.com/en/newsroom/press/

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