

PRESS RELEASE

ARTiBack now called Bonback Halle (Saale)

Weißenfels, 26 August 2024

The large-scale bakery ARTiBack has been given a new name: Effective immediately, Bonback Halle (Saale) GmbH, as it is now known, will be delivering to the Lidl and Kaufland bakeries the favourite baked goods of many customers. ARTiBack, as it was formerly known, has been a Schwarz Produktion company since March of this year, producing high-quality food and sustainable packaging and materials for the retail companies of Schwarz Group.

The new name deliberately brings it in line with Bonback in Übach-Palenberg (North Rhine-Westphalia), which has been part of Schwarz Produktion since 2012. “With our new name, we hope to reinforce our affiliation with the successful bakery production of Schwarz Produktion,” explains Marc Saam, Vice President of Bonback Halle (Saale). At the same time, however, we also want to bring visibility to the home of the bakery in Halle (Saale). “Here in Halle, our aim is to continue our successful journey with our new name, our great employees and together with Schwarz Produktion,” he continues.

The company’s name isn’t the only thing to have changed since the acquisition by Schwarz Produktion. In May and June, Halle played host to the ‘welcome weeks’, as they are known, in order to give more than 160 employees deeper insights into the diversity of the Schwarz Produktion companies. At the same time, measures to integrate the plant into the processes and structures of Schwarz Produktion are proceeding according to plan.

“For us, as former ‘ARTiBäckers’, there’s a lot of upheaval at the moment, but for our customers, nothing will change: We’ll continue producing baked goods of the highest quality and ensure that they arrive safely at the bakery shops every morning. Thus enabling our customers to start their day on the right foot,” concludes Marc Saam with confidence.

About Schwarz Produktion

Schwarz Produktion is the umbrella brand of the production facilities of Schwarz Group. In total, over 5,500 employees in companies of Schwarz Produktion produce high-quality food as well as sustainable packaging and materials for the retail chains, Lidl and Kaufland. In addition to mineral water and soft drinks, companies of Schwarz Produktion also make chocolate, dried fruit, baked goods, coffee, pasta products, ice cream and paper. What is more, the company's three plastics and recycling plants make up the central component of a one-of-a-kind PET recycling loop, producing PET preforms made largely of 100 percent recycled material.

About Schwarz Group

Schwarz Group is an international leader in the retail industry with about 13,900 stores and 575,000 employees in 32 countries. The total revenue of the companies of Schwarz Group for the 2023 fiscal year amounted to 167.2 billion euros. Divided into a production, retail and environmental division, the companies of Schwarz Group cover the entire value cycle. Lidl and Kaufland are its pillars in food retailing. Many private label products on Lidl's and Kaufland's shelves ranging from ice cream to beverages are produced directly at the Schwarz Produktion. PreZero, the environmental services provider, pursues its vision of closed loop recycling in waste and recycling management and thus contributes to a cleaner tomorrow. Schwarz Digits as IT and digital division offers compelling products and services, which comply with Germany's strict data protection standards. Schwarz Dienstleistungen, the Group's corporate services division, provides administrative and operational services.

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