

Neuer Name, neue Strategie: Aus Schur Flexibles wird adapa

Das österreichische Unternehmen für nachhaltige flexible Verpackungslösungen, Schur Flexibles, tritt seit kurzem unter dem Namen „adapa“ auf.



⇒ a '9]b`Ub ['a]h'XYa 'A chhc'XYf': UWX dUW_ '&\$&&' Ni _i bZh'Xi fWX
 < UbXY`b ' \Uh'GW i f': `YI]V`Ygž'XYf'9I dYfhY `Z0f'bUWX \U`h][Y
 ZYI]V`Y`J YfdUW_i b[g`0gi b[Ybž'gY]bYb`bYi Yb':]fa YbbUa Yb
 VY_Ubbh[Y[YVYb" `8 Ua]h'k]fX`X]Y`bYi Y`ni _i bZh'gc f]Ybh]YfhY
 GhfUhY []Y`k Y]hYf'i bhYfghf]WX Ybž]b`XYf`B UWX \U`h][_Y]h'Y]b
 hfY]VYbXYg`H\Ya U`]gh" `8]Y`gWX bY`k UWX gYbXY`Yi fcd`A]gWX Y
 ; fi ddY`a]h'<Ui d'hg]m`]b`^ ghYffY]WX`i a ZUggh'&"&\$ \$`A]hUfVY]hYf
 i bX`&&'DfcXi _h]cbgghUbXcfhY`]b`Y`Z`@`AbXYfb" `8 Yf`bYi Y`B Ua Y`
 UXUdU`]gh'XYf`c []gWX Y`b`AWX ghY`GW f]h'Z0f`XUg`l bhYfbY`a Ybž
 XYggYb`A]h[`]YXYf` \fY`Ni gUa a YbUfVY]h'k Y]hYf`j Yfgh`f`_h` \UVYbž
 i a `Ui Z`bYi Y`<YfUi gZcfXYfi b[Yb`ni `fYU[]YfYb"

UXUdU.`K UWX ghi a `]b`XYf`J Yf[Ub[Yb`Y]h' `9fZc` [`]b`XYf

; Y[Ybk Ufh

8i fW\`gY]bY`Yi fcdUk Y]hYb`?ca dYhYbnnYbhfYb` \Uh`GW\`i f
: `Yi]V`Ygž`Yhnh`UXUdUž`Y]b`ghUf`_Yg`Ui Z`B`UW\`U`h][`_Y]h`i bX
#bcj Uh]cb`VUg]YfhYg`i bXUa`Ybh`[YgW\`UZZYb`"I a`X]Y`[YgUa`hY
DU`YhhY`Ub`]bhY`[f]YfhYb`@Øgi b[Yb`Ybh`Ub`[`XYf
K YfhgW\`ØdZ` b[g`_YhhY`ZØf`X]Y`@YVYbga`]hhY`!ž`< m[]YbY!ž
5fca UgW\`i hn!`i bX`D\`Ufa`U]bXi`ghf]Y`Ubni`V]YhYbž`UfVY]hYb`X]Y
NYbhfYb`Yb`[`ni`gUa`a`Yb`"8]Y`g]W\`XUfUi`g`Yf[YVYbXYb`GmbYf[]Yb
j YfgYhmYb`XUg`I bhYfbY\`a`Yb`]b`X]Y`@U[Y`XYb`K`UbXY`ni`a`Y\`f
bUW\`U`h][Yb`J`YfdUW`_i b[Yb`j`cfUbni`hfY]VYb`i bX`[`Y]W\`nY]h][`Y]b
ni`j`Yf`Ågg][Yf`DUfhbYf`ZØf`X]Y`?i bXYb`ni`V`Y]VYb`"

‡ Ub`@`]g`A`UfhÉb`Yn`5fhYU[Už`79C`j`cb`UXUdUž`XUni` .`K`]f`a`ØW`hYb
i`bg`VY]`i`bgYfYb`?i bXYbž`DUfhbYfb`i bX`A`]hUfVY]hYfb`VYXUb`_Yb`"
G]Y`U`Y`g]bX`HY]`i`bgYfYf`9fZc`[g[YgW\`]W\`hY`i bX`\`UVYb`i`bg
[Y\`c`Z]bž`hfcm`gW\`k`]Yf][Yf`NY]hYb`Xcfh\`]b`ni`[Y`Ub[Ybž`k`c`k`]f
\`Yi`hY`ghY\`Yb`"8Yf`bYi`Y`B`Ua`Y`gd]Y[Y`h`i`bgYfY` ,`VYfnYi`[i`b[
k`]XYfž`XUgg`k`]f`[Ya`Y]bgUa`Y`]bY`ghUf`_Yž`bUW\`U`h][Y`6Ug]g`ZØf
_ØbZh][Yg`K`UW\`ghi`a`gW\`UZZYb`"

5bdUggi b[gZÅ\`][`_Y]h`U`g`9fZc`[gZU`_hcf`ZØf`X]Y`Ni`_i`bZh

8Yf`bYi`Y`B`Ua`Y` UXUdU`Y`hYh`g]W\`b]W\`hj`cb`XYf
U`hVUVm`cb]gW\`Yb`9fnÅ\`i b[ž`gcbXYfb`]b`X]YgYa` :`U`j`cb
UXUdhj`Y`dUW`_U[]b[`UV`i bX`i bhYfghfY]W\`hY]bYb`XYf`K`YfhY`XYg
I bhYfbY\`a`Ybg`XUg`5bdUggYb`Ub`<YfUi`gZcfXYfi b[Yb`]b`Y]bYf
g]W\`_cbghUb]h`j`YfÅbXYfbXYb`K`Y`h`"8]Y`bYi`Y`GhfUhY[]Y`VYghY\`h
Ui`g`_i`fn!`i bX`\`Ub[Zf]gh][Yb`A`U»`bU\`a`Ybž`X]Y`B`UW\`U`h][`_Y]hž
cf[Ub]gW\`Yg`K`UW\`ghi`a`ž`cdYfUh]j`Y`9I`nY`Ybn`i bX
#bcj Uh]cb#8][]hU`]g]Yfi b[`UbghfYVYb`"

8]Y`B`UW\`U`h][`_Y]hgghfUhY[]Y`j`cb`UXUdU`n]Y`h`XUfUi`Z`UVž`Y]bY
YW\`hY`?`fY]g`Ui`Zk`]fhgW\`UZh`ZØf`ZYI`]V`Y`J`YfdUW`_i b[Yb`ni`YhUV`]YfYb`
i bX`XUVY]`XYb`7C`&!`i »`UVXfi`W`_VY]`YXYa`G`W\`f]h`h`ni`c`d]h]a`]YfYb`"
Cf[Ub]gW\`Yg`K`UW\`ghi`a`k`]fX`Yg`XYa`i`bhYfbY\`a`Yb`Yfa`Ø[`]W\`Ybž
gY]bY`ZØ\`fYbXY`F`c`Y`Ui`Z`XYb`fY[]cbU`Yb`A`Åf`_hYb`Ui`gni`VUi`Yb`"
<]Yf`i`bhYfghØ`hnYb`X]Y`UXUdU!`?ca`dYhYbnnYbhfYb`a`]h`]\`fYa

hY\W.b]gW\Yb`? bck !\ck `i bX`a U» [YgW\ bY]XYfhYb` ðbcj Uh]cbYb
X]Y`a]hhY`ghÀbX]gW\Yb`?i bXYb`XUVY]`fY[]cbU`Y`7\Ua d]cbg`a]h
[`cVU`Yb`A Ò[`]W\ _Y]hYb`ni `k YfXYb"

8]Y`C dYfUh]j Y!9I W`YbW!GhfUHY[]Y`j cb`UXUdU`ZÒfXYfh`Y]b` \c\Yg
A U» `Ub` : `YI]V]`jÀh`i bX`Y]bY`YZZ]n]YbhY`5i gf]W\hi b[`ZØf
a]hhY`ghÀbX]gW\Y`<YfghY`Yf`a]h`_Y]bYb`V]g`a]hhYfYb`Jc`i a Yb
i bX`VYgh]a a hY`?Ym`5W\ci bhg"

8]Y`B UW\`U`h][_Y]hgghfUHY[]Y`VUg]Yfh`Ui ZXYb`K YfhYb`j cb`UXUdU.
J YfhfUi YbžJ YfUbhk cfhi b[žNi j Yf`Àgg][_Y]hi bX`HYUa [Y]gh`8 Ug
N]Y`]gh`Y]b`l a ZY`Xž]b`XYa ` _cbh]bi]Yf`]W\Y`J YfVYggYfi b[`]b`XYf
Ni gUa a YbUfVY]h`a]h`XYb`?i bXYb`]a `J cfXYf[fi bX`ghY\Yb"

„ VYf`X]Y`UXUdU` ; fci d

8]Y`UXUdU` ; fci d`a]h`<Ui dhg]hn`]b`K]YbYf`BYi XcfZž`2 ghYffY]W\ ž
\Uh]g]W\`Ui Z]bbcj Uh]j Yž`\cW\k Yfh][Y`i bX`a U» [YgW\ bY]XYfhY
<cW\ VUff]YfY]J YfdUW`_i b[g`Ògi b[Yb`ZØf`X]Y`@YVYbga]hhY`!ž
5fca UgW\i hn!ž`<m[]YbY!`i bX`D\Ufa UVfUbW\Y`gdYn]U`]g]Yfh`A]h
]\fYf`]bhY[f]YfhYb`K YfhgW\ ÒdZ] b[g_YhhY`j cb`XYf
Fc\ghcZZYgW\UZZ] b[`ØVYf`9i hfi g]cb`V]g`\]b`ni `8fi W`_i bX
?cbZY`_h]cb]Yfi b[`Yfk]fhgW\UZhYh`XUg`&\$%&`U`g`GW\i f` : `YI]V`Yg
[Y[fØbXYhY`i bX`&\$&&`i a VYbUbbhY`l bhYfbY\`a Yb`Y]bYb
»\fYgi a gUhn`j cb`fi bX`* - \$`A]c" `9i fc`i bX`[Y\ Òfh`XUa]h`ni `XYb
ZØ\ fYbXYb`l bhYfbY\`a Yb`XYf`6fUbW\Y`]b`9i fcdU`"UXUdU
VYgW\ÀZh][h`fi bX`&`&\$`\$`A]hUfVY]hYf`Ub`&&`GhUbXcfhYb`]b`[Ubn
9i fcdUž`X]Y`\cW\gdYn]U`]g]YfhY`?ca dYhYbnnYbhYb`g]bX`i bX`Ui Z
]\fYa ` ; YV]Yh`HYW\bc`c[]YZØ\ fYfghUhi g[Yb]Y» Yb" `B UW\`U`h][_Y]h
ghY\h]a `A]hhY`di b`_h`XYf` ; YgW\ÀZhgU`_h]]hÀhYb`XYg`l bhYfbY\`a Ybg

6Ygi W\Yb`GjY`i bg`Ui Z.`ZY]gW\i bXWc"Uh