

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`GWX i f': `YI]V`YgžXYf'9I dYfhY`ZØf'bUWX\U`h][Y ZYI]V`Y`J YfdUW_i b[g`Ògi b[Ybž'gY]bYb'bYi Yb':]fa YbbUa Yb VY_Ubbh'[Y[YVYb"'8 Ua]h`k]fX`X]Y`bYi Y`ni _i bZhgcf]Ybh]YfhY GhfUhY[]Y`k Y]hYf'i bhYfghf]WXYbž']b`XYf'BUWX\U`h][_Y]h'Y]b hfY]VYbXYg'H\Ya U']gh''8]Y`gWXbY```k UWXgYbXY'Yi fcdÀ]gWXY; fi ddY'a]h'< Ui dhg]hn']b'² ghYffY]WX`i a ZUggh'&"&\$\$`A]hUfVY]hYf i bX`&&`DfcXi _h]cbgghUbXcfhY`]b'Y`Z'@AbXYfb"'8Yf'bYi Y`BUa Y`UXUdU` ']gh'XYf'`c[]gWXY`bÀWXghY`GWXf]hh'ZØf`XUg'I bhYfbY\a Ybž XYggYb'A]h[`]YXYf']\fY`Ni gUa a YbUfVY]h'k Y]hYf'j YfghÀf_h'\UVYbž i a 'Ui Z'bYi Y`< YfUi gZcfXYfi b[Yb'ni 'fYU[]YfYb"

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

; Y[Ybk Ufh

8ifW. gY]bY Yi fcdUk Y]hYb?ca dYhYbnnYbhfYb`\Uh'GW\i f
: `YI]V`Ygž'Yhnh'UXUdUžY]b ghUf_Yg'Ui Z'BUW\\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'@Ògi b[Yb'Ybh`Ub['XYf
K YfhgW\ÒdZi 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 YfgYhnYb'XUg'I bhYfbY\a Yb']b'X]Y'@U[Y'XYb'K UbXY``ni 'a Y\f
bUW\\U`h][Yb'JYfdUW_i b[Yb'j cfUbni hfY]VYb'i bX'[`Y]W\nY]h]['Y]b
ni j Yf`Agg][Yf'DUfhbYf'ZØf'X]Y'?i bXYb'ni 'V`Y]VYb"

i bg 'VY]'i bgYfYb'?i bXYbž'DUfhbYfb'i bX'A]hUfVY]hYfb'VYXUb_Yb"
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[YgWX]WXhY'i bX'\UVYb'i bg
[Y\c`ZYbž'hfchn'gWXk]Yf][Yf'NY]hYb'Xcfh\]b'ni '[Y`Ub[Ybž'k c'k]f
\Yi hY'ghY\Yb"'8Yf'bYi Y'BUa Y'gd]Y[Y`h'i bgYfY', VYfnYi [i b[k]XYfž'XUgg'k]f'[Ya Y]bgUa 'Y]bY'ghUf_Yž'bUWX\U`h][Y'6Ug]g'ZØf
_ØbZh][Yg'K UWXghi a 'gWXUZZYb"

 $5bdUggib[gZA\][_Y]hUg'9fZc\[gZU_hcf'ZØf'X]Y'Ni_ibZh$

8 Yf b Yi Y B Ua Y UXUd U "Y]h Y h g] W h j cb X Y f
U h V U V m cb] g W Y b '9 f n À\ i b [ž g c b X Y f b '] b 'X] Y g Y a :: U " j c b
U X U d h j Y 'd U W_U [] b ["U V i b X i b h Y f g h f Y] W h Y] b Y b 'X Y f 'K Y f h Y 'X Y g
I b h Y f b Y \ a Y b g " X U g '5 b d U g g Y b 'U b ' < Y f U i g Z c f X Y f i b [Y b '] b 'Y] b Y f
g] W \ _ c b g h U b h j Y f À b X Y f b X Y b 'K Y h '' 8] Y 'b Y i Y 'G h f U h Y [] Y 'V Y g h Y \ h
U i g '_ i f n! 'i b X " U b [Z f] g h] [Y b 'A U » b U \ a Y b ž X] Y 'B U W \ U h] [_ Y] h ž
c f [U b] g W Y g 'K U W g h a ž c d Y f U h] j Y '9 I n Y "Y b n 'i b X

= b b c j U h c b # 8] [] h U "] g] Y f i b ['U b g h f Y V Y b "

 $8]Y `B UW \ \ U`h][_Y]hgghfUhY[]Y `j cb `UXUdU`n]Y `h`XUfUi Z`UV ž`Y]bY \\ YW hY `? fY]g`Ui Zk]fhgW UZh ZØf `ZYI]V`Y `J YfdUW_i b[Yb `ni `YhUV`]YfYb i bX `XUVY] `XYb `7 C_&!: i » UVXfi W_ `VY] `YXYa `GW f]hh`ni `cdh]a]YfYb" \\ Cf[Ub]gW Yg`K UW ghi a `k]fX `Yg`XYa `I bhYfbY\a Yb `Yfa Ò[`]W Ybž gY]bY `ZØ\fYbXY`F c``Y`Ui Z`XYb`fY[]cbU`Yb`A Àf_hYb`Ui gni VUi Yb" <math display="block"> <]Yf'i bhYfghØhnYb`X]Y`UXUdU!?ca dYhYbnnYbhfYb`a]h`] \ fYa$

hYWkb]gWkYb?bck!\ck i bXa U» [YgWkbY]XYfhYb' ⊕bcj Uh]cbYbX]Ya]hhY`ghÀbX]gWkYb?i bXYb'XUVY]'fY[]cbU`Y'7\Ua d]cbg'a]h[`cVU`Yb'AÒ[`]Wk_Y]hYb'ni kYfXYb"

8]Y'CdYfUh]j Y!9I WY``YbWY!GhfUhY[]Y'j cb'UXUdU'ZÒfXYfh'Y]b'\c\Yg AU»'Ub': `YI]V]`]hÀh'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]hh`YfYb'Jc`i a Yb i bX'VYgh]a a hY'?Ym'5WWci bhq"

8]Y'BUW\\U`h][_Y]hgghfUhY[]Y'VUg]Yfh'Ui Z'XYb'K YfhYb'j cb'UXUdU. JYfhfUi Ybž'JYfUbhk cfhi b[ž'Ni j Yf`Àgg][_Y]h'i bX'HYUa [Y]gh"'8Ug N]Y`']gh'Y]b'I a ZY`Xž']b'XYa '_cbh]bi]Yf`]W\Y'JYfVYggYfi b[']b'XYf Ni qUa a YbUfVY]h'a]h'XYb'?i bXYb']a 'JcfXYf[fi bX'ghY\Yb"

vYf'X]Y'UXUdU'; fci d

8]Y'UXUdU'; fci d'a]h'<Ui dhg]hn']b'K]YbYf'BYi XcfZ*2 ghYffY]W\Z\\ \Uh'g]W\Ui Z']bbcj Uh]j Y\Z'\cW\k Yfh][Y'i bX'a U\[YgW\bY]XYfhY\\ \CW\VUff]YfY!J YfdU\[W_i\] b[g`Ogi b[Yb'Z\]f'X]Y'\@YVYbga]hhY'!\Z\\ 5fca UgW\i hn!\Z'\cW\D\Ufa UVfUbW\Y'gdYn]U']g]Yfh''\A]h]\fYf']bhY[f]YfhYb'K YfhgW\Od\Z\ b[g_YhhY'j cb'XYf\\ Fc\ghz\ZVYgW\UZ\] b['\@VYf'9I hfi g]cb'V]g'\]b'ni '8 fi \[W_i\] bX\\ ?cb\ZY_h]cb]Yfi b['\Yfk]fhgW\UZ\]h'XUg'\&\\&\U'\g'\GW\i f': 'YI]V'Yg\\ [Y[f\@bXYhY'i bX'\&\\&\\i a VYbUbbhY'I bhYfbY\\ a Yb'Y]bYb\\ \\\J\fYgi a gUhn'j cb'fi bX'\\-\\$'\A]c'''9i fc'i bX'[Y\\Ofh'XUa]h'ni 'XYb\\Z\\fYbXYb'I bhYfbY\\ a Yb'XYf'\6fUbW\Y']b'9i fcdU'''UXUdU\\YYgW\AZ\\][h'fi bX'\\\\\\\$\\$\\$\A]hUfVY]hYf'Ub'\\\\\GhYb\X\GhYb']b'[Ubn\\9i fcdU\\\X\J\]Y'\cW\\gdYn]U']g]YfhY'?ca dYhYbnnYbhYb'\g]bX'i bX'Ui Z\\\fYa'; YV]Yh'HYW\\bc`c[]Y\Z\\\fYfghUhi g'[Yb]Y\\Yb''\BUW\\U'\h][_\Y]h\\ghY\\a'\]a 'A]hhY`di b_hXYf'; YgW\\\A\Z\\g\U_\h]]]h\\hYb'XYg'I bhYfbY\\a Ybg'\]

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