



**GZ** Media a.s., a Czech company based in Loděnice near Prague, is carrying on the 50-year tradition of Gramofonové závody, having revived this company in 1999. Supported by US capital and led by Czech managers, the company has developed into a modern enterprise ranking among the world's most renowned players in its industry. Its CD and DVD replication, production of vinyl (gramophone records), ample experience in polygraphic production and top customer service are appreciated by hundreds of satisfied customers throughout the globe.

“The company was not really hit by the fall in vinyl demand and the rise of CDs and DVDs, simply because the management were able to foresee the changes and invested heavily in technologies which were perfectly suited to meet the new requirements,” says Mr Michal Němec, sales and marketing manager. “Many other companies producing vinyl records went bust at that time. We, on the other hand, not only survived but transformed into a modern business, unique of its kind.”

Today GZ Media, the largest employer in the Beroun region, has 1700 employees and this number is set to rise with the upcoming establishment of a new plant.

### New core business

Today the company's portfolio still includes gramophone records, the production of which is actually rising. “In the past four years or so demand for vinyl has skyrocketed all around the world. Last year we made over 10.5 million gramophone records, making us the largest global producer in this sector,” says Mr Nemec.

The records are often used as promotion items, about one quarter is carried out in various colour combinations. The company works for big labels, such as Universal, Warner and Sony, but a lot of demands come also from media brokers and low-cost bands. Almost all records are exported to more than 42 countries around the world, the most important markets are in US and UK.. In addition to vinyl records the company also makes compact discs, DVDs, media books and other similar products.

“The production of gramophone records is, in terms of technology and procedures, related to the production of packaging. And that is our second core business,” says Mr Nemec. “The management welcomed and supported these diversifications as they found being dependent solely on the music industry made the company too vulnerable.” ➤

# UNIQUE IN ITS FIELD

GZ Media ranks among the world's most significant players in the media, printing and packing industry. The business, which started as a modest gramophone record factory back in 1951, has become a global player achieving success in the most demanding of markets. It is big enough to meet large variety of requirements, yet small enough to sustain an individual approach.







With rising demand for high quality packaging, first for the music products but gradually extending to cover new sectors, the company has invested large sums in technologies so that now it can make all sorts of packaging products, including rigid boxes, prints, leaflets and so on. Of last year's turnover of €70 million, about half was made up of non-musical products.

### Comprehensive service

"We are one of the few printing companies on the market that can offer a wide spectrum of services along with a large variety and complete range of printed products. We can fulfil almost any customer request and help choose the appropriate solution for your project, including the construction and actual materials used. From printing up to B1 format, to a wide range of finishes and bindings, to die-cuts, the gluing of cardboard boxes, the production of laminated packaging, all completed by mechanized assembling or hand packaging for special projects – we guarantee that from the very beginning of our business relationship we will combine flexibility and excellent customer service which will ultimately lead to an end product of the highest quality," says Mr Němec.

The company is able to manage the most complex customer projects and meet the ever increasing demands for luxury packaging. Long-term customers include renowned names such as Foxconn, HP, Sony, Microsoft, Symantec, BlackBerry and Samsung. Recent projects include a contract for whisky boxes (Diageo) and paper boxes. "The comprehensiveness of our services differentiates us from our competitors worldwide," he confirms.

### Further growth

GZ Media now supplies its packaging products to the film and software segments as well as telecommunications, consumer electronics and publishing. Recently, the focus has been extended to include drink industries and the French branch is turning its eyes towards cosmetics and luxury packaging. "With rising demand the number of our

subsidiaries is also growing: today we are present in the UK, French and Benelux markets and are striving to extend our sales channels and network," says Mr Němec. He adds that one market which is yet to be fully developed is Germany: its plant here is situated only 120km from the border and is well connected by motorways.

The company's management expects business to grow rapidly in the near future. A new plant has just been opened and a new distribution warehouse is being planned. Technologies are continuously being upgraded and extended. "We do not focus on one type of product – our wide range of technologies can accommodate complex demands for any paper packaging," claims Mr Němec. "Flexibility is the key to future success and that is something we can provide. At the moment, the markets of western Europe show increasing potential and we want to make full use of that," he concludes. □

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