



An interview with

## RAINER CANSTEIN

DIRECTOR OF CORPORATE DEVELOPMENT & HEAD  
OF DIGITAL SOLUTIONS & SERVICES

### SINCE WHEN ARE YOU WITH THE COMPANY AND WHAT IS YOUR ROLE AT NOVEXX SOLUTIONS?

Since 2016 I have been working for NOVEXX Solutions as Director of Corporate Development. My main task is to prepare NOVEXX Solutions, a German medium-sized company from the manufacturing industry, for all future challenges and assignments. In addition, in 2020 I took over the lead of the software development team „Digital Solutions & Services“.

### FOR WHICH TASKS ARE YOU RESPONSIBLE FOR?

My role as Director of Corporate Development focuses on developing and implementing the medium and long-term strategy for NOVEXX Solutions. On the one hand it's about optimizing internal processes or structures. On the other hand, it's about initiating development of new products, starting cooperation with external partners or setting up new sales opportunities. An ongoing activity is also the integration of EIDOS, our subsidiary company in Italy, which was acquired by NOVEXX Solutions 4 years ago.

My second focus is on the topic of software, being responsible for the development, sales and support of our data management software TRACE-it. This fits perfectly to driving our long-term strategy to offer integrated hardware & software solutions to our customers.

For the last two years, there has been an expansion of both topics: since NOVEXX Solutions is part of the Possehl Identification Solutions (PID) Business Unit at Possehl, we want to cooperate more closely with the other PID companies on this level as well. I support this by developing a common strategy as well as by project managing a PID wide project, in which we create a common software platform for data management and machine data in the identification process.

### WHAT CHALLENGES DID YOU FACE AT THE BEGINNING OF YOUR CAREER AT NOVEXX SOLUTIONS?

In the beginning I had to get familiar with all products of NOVEXX Solutions as quickly as possible and understand the product identification industry. But due to the great support and openness of my colleagues, I was able to master this challenge quickly.

### WHAT GOALS DO YOU HAVE FOR YOUR TEAM AND NOVEXX SOLUTIONS?

Together with my "Digital Solutions & Services Team", I aim to develop optimal software solutions, which - in combination with our hardware - enable us to offer our customer a perfect solution for their identification challenge. This optimal interaction of hardware and software will further focus the „Solutions“ in our company name. In this way, NOVEXX will grow as a provider of holistic identification solutions on the market.

### WHEN YOU LOOK BACK WHICH DEVELOPMENTS AND SPECIAL EVENTS COME TO YOUR MIND?

NOVEXX Solutions has managed to build a very stable corporate structure with smooth and optimized processes; using this we can satisfy customers very well even in critical times. At the same time, NOVEXX Solutions has worked and continues to work successfully on many strategic initiatives to position the company optimally for the future. These include especially the development of new software products & digital services, increased cooperation within PID but also the acquisition of EIDOS from Italy, which has brought enormous knowledge and additional products to the NOVEXX family.

### WHAT DO YOU THINK MAKES NOVEXX SOLUTIONS SPECIAL COMPARED TO OTHER COMPANIES IN THE IDENTIFICATION INDUSTRY?

NOVEXX Solutions has many advantages to offer. With our extensive and diverse product portfolio, we are well positioned in the field of thermal transfer printing and able to meet a wide range of customer requirements in the identification industry. Next to our dedicated and experienced team, a key feature is our strong customer focus. We maintain close relationships with both our partners and end customers to offer the best possible solutions and services for their coding and marking processes. This partnership and solution-oriented approach makes NOVEXX Solutions stand out from the competition.