

Edition 02/2025

The magazine of the Kern Group

best of kern



01. kernEvents

DOXNET Annual Conference 2025

02. kernMail

Jetson Specialty Marketing, USA

03. kernInternal

Three questions for Michael Benkner

Editorial



Stefan Wüthrich, CEO Kern Group

Dear Readers,

another successful year, despite a challenging market environment – that is my initial assessment for 2025. Of course, the customs situation with the United States is a very dominant issue, but we have made the best of this situation, which is beyond our control, and are very satisfied with the past few months.

We currently export our systems to the USA via Germany. Here, too, the acquisition of Müller Apparetebau GmbH has proven to be a fortunate turn of events: the machines are assembled, programmed and tested in Kranzberg before being exported to the USA. The concept of substantial transformation is implemented by the Kern Group in accordance with the requirements of the customs authorities. All other

markets will continue to be supplied directly from Switzerland as before.

What else has characterised this year? We have gained many new customers and sold a large number of systems. We have further improved our strong market position in Germany and other countries, and both Japan and the entire Asian region are giving the Kern Group a boost.

Müller's integration continues to progress, we are growing and moving ever closer together. We recognise how important exchange and frequent mutual visits are for such a process to be successful.

Our presence at Datafest in Austria showed once again that we always enjoy being there. Many customers and partners visited us, and as you know as a customer, prospective customer or partner, this personal exchange is very important to us.

We presented a Kern 3200 at the PRINTING United Expo in Orlando. We are designing our systems to be even more efficient. Looking ahead to the end-of-year rush, we can say with satisfaction that we

are working at full capacity, and the signs are good for 2026 as well. We will be attending the DOXNET annual conference in Baden-Baden again. And in autumn, a Kern User Forum is planned in Germany. Many exciting projects are in the pipeline: From process optimisation in manufacturing to new technologies in all business units. For example, we are working intensively on new solutions in the packaging sector. We want to achieve significant growth here.

When it comes to enveloping, we rely on the best from Kern and Müller, thereby continuously optimising our portfolio. We want to continue to design flexible systems so that we can offer solutions tailored precisely to our customers' needs.

One thing is clear: in these difficult and exciting times, we always stand by our customers. You can rely on us – that reflects Kern's values. The same applies to our corporate culture: working together is our top priority.

I wish you all a very successful conclusion to the year 2025.

Your Stefan Wüthrich

Table of Contents

Publication frequency:

The magazine "best of kern" is published twice a year and is sent free of charge to customers, interested parties, partners and employees of the Kern Group.

Publisher:

Kern AG, CH-3510 Konolfingen

Editing & Design:

Kern Group Marketing

Print: Flyeralarm



Copyright & Photo credits:

All rights reserved. The Rights of the used graphics, images and trademarks belong to the respective owners. The copyright of the contributions is held by the publisher. Any reproduction or electronic processing, even in extracts, is only permitted with the express consent of the publisher.

„best of kern“ digital editions



Current Topics



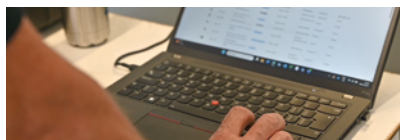
DOXNET Annual conference 4

Record number of visitors



kernMail 6

Jetson Specialty Marketing



kernInternal 8

Jira Integration in kernService

Table of contents

Editorial	2
Table of contents	3

kernEvents – DOXNET in Baden-Baden

The annual conference sets new standards.....	4
---	---

kernMail – Jetson Specialty Marketing Services, USA

A Legacy built with Kern	6
--------------------------------	---

kernService – Jira Service Management

Successful implementation.....	8
--------------------------------	---

kernInternal – Three questions for Michael Benkner

About starting as the new managing director at Müller.....	9
--	---

kernPack – Müller LogiPack at Witt Weiden

Future-proof and automated	10
----------------------------------	----

Portrait city of Freising

Mediterranean flair in the heart of Old Bavaria.....	12
--	----

Cover photo: Kern technician

DOXNET Annual conference 2025

More visitors than ever before at the 27th DOXNET Annual Conference and Exhibition



DOXNET conference and exhibition in Baden-Baden

Higher, faster, further: there seem to be no limits to the DOXNET association at present, as its rise continues and brings the interest group a record in 2025: with almost 650 participants, more visitors than ever attended the annual conference in Baden-Baden.

In addition, the 57 exhibitors present at the trade fair in the Kongresshaus also represent a record number. With 770 members, the DOXNET association – The Document X-perts Network e.V. – is also stronger than ever. The DOXNET annual conference

at the Kongresshaus Baden-Baden set new standards again this year. The user, policy, and manufacturer presentations on a wide variety of topics provided a range of content that is unique in this form.

Innovative technologies were presented, along with insights into business processes, with a focus on greater efficiency, security, and flexibility in internal document processes. One of the user presentations provided a clear illustration of the Kern Software Suite mailFactory and its practical integration into existing processes: Martin Lemke

described how Kern mailFactory was integrated into an existing BlueCrest production environment at DATEN_PARTNER GmbH.

He emphasized: „*It's not all plug and play.*“ Above all, it is important to know your own systems and processes and, as Lemke put it: „*communication is everything.*“ The trigger for the project he presented was the requirement to use backup systems in the enveloping area and implement a „dual provider strategy.“ The evening program in the construction site atmosphere of Sophienpark brought the

first day of the event to a close. On Tuesday evening, the meeting place was the Geroldsauer Mühle. There, guests were treated to a first-class buffet and supporting program in an impressive atmosphere - perfect for networking and exchange.

„Innovation needs networking“, the DOXNET association once again lived up to this motto in Baden-Baden in 2025. DOXNET is and remains the guarantor of networking at the highest level. The 28th DOXNET Annual Conference and Exhibition will be held

from June 22 to 24, 2026, at the Kongresshaus Baden-Baden.

doxnet.de



About DOXNET – The Documents X-Perts Network

The association's goal is to provide optimal support for the economic success of all members and member companies through professional expertise in document management and digital printing.

The association currently has over 700 experts and around 200 companies and organisations among its members. DOXNET inspires and motivates companies in the field of document management

to transfer knowledge and cooperate, and offers access to the largest independent German-speaking industry network.

The association addresses decision-makers and planners from the first and second management levels of data centres, insurance companies, banks and IT service providers, IT managers, marketing and organisation managers, as well as manufacturers and

consultants working in this field. DOXNET offers programmes, conferences and forums on the effective use of electronic document technologies for this group of people. This creates a network of experts who deal professionally with the entire spectrum of document processing and document management on a daily basis.

DOXNET®
THE DOCUMENT X-PERTS NETWORK

Jetson Specialty Marketing

A Legacy built with Kern

The Jetson story began in the 1950s in a small garage, inserting mail under the name Jetson Addressing and Mailing.

Over the next 75 years, that entrepreneurial spirit grew into a series of successful direct mail and marketing companies including Jetson Mailers, Jetson Direct Mail, Jetweb, Jetsort, Jetson Database Management, and Jetson Data Services. Each venture was built on a commitment to investing in better platforms for clients, and by 2005,

Jetson Direct Mail had reached an astonishing milestone, producing 2 billion pieces of direct mail annually.

In 2010, JSM began shaping a new vision for its future that aligned perfectly with Kern's strengths. They believed our statement processing platform could power a wide range of direct mail and critical customer management programs, with complete mail piece integrity and accountability at the core. That vision became a reality. Fifteen years later, Jetson

Specialty Marketing operates 23 Kern systems and produces nearly 1 billion mail packages each year, including acquisition mail, critical communications, statements, trigger programs, and other highly sensitive customer management mail.

Kern has been honored to play a role in this journey. Our platform has supported JSM in achieving the highest standards of quality, document integrity, and accountability. Their trust in Kern from the beginning and their ability to push



From left: Todd Russell (Kern), Frank DeBono (JSM), Michelle Moser (JSM), Brad Carosella (JSM), Chris Carosella (JSM), Stefan Wüthrich (CEO Kern Group), Rick Stepp (Kern), Jeff Sullivan (Kern) and Brad Young (Kern).

the boundaries of what is possible have been central to their growth and the success they deliver to their clients.

Today we are proud to celebrate another milestone together: JSM's installation of the first Kern 3200 inserting system in the United States. Just as they did with the 3500 platform, JSM is setting a new benchmark in the #11 and 9x12 inserting space, ensuring the same commitment to quality, integrity, and accountability

that has defined their legacy. As Chris Carosella, President of Jetson Specialty Marketing Services, shared: „*Thank you, Kern, for all your support over the past 15 years. We look forward to continued growth and success.*”

At Kern, we are grateful for our longstanding partnership with Jetson Specialty Marketing. Their story is proof of what happens when vision, commitment, and trusted collaboration come together.

About JSM – Jetson Specialty Marketing Services, Inc.

For more than 60 years, Jetson Companies have been synonymous with innovative direct marketing solutions. What began in a garage in the 1950s is now a full-service company based in Kutztown, Pennsylvania. JSM helps its customers reach new target groups and build long-term, profitable customer relationships. Its services range from data analy-

sis and database management to direct mail, digital variable print production, and critical communications to mail optimization, shipment tracking, and response processing. All of this is based on the highest security and quality standards: JSM is PCI Level 1 certified throughout, complies with HIPAA and SSAE 16 requirements, and delivers every

shipment in a traceable and legally compliant manner. JSM focuses on values such as commitment, responsiveness, flexibility, and customer orientation. Behind this philosophy are dedicated employees who achieve excellent results in dynamic teams—thus creating the basis for continuous progress and the success of their customers.

jetsonmarketing.com

JSM
Jetson Specialty Marketing Services

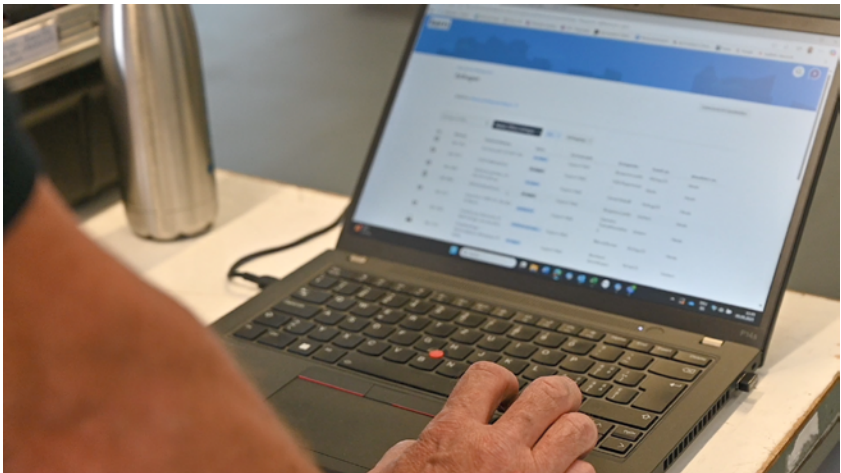
Jira Service Management

Successful implementation of the Jira Service Management ticket system

The Jira ticket system has become an important part of kernService, both in terms of communication with customers and the optimisation of our internal processes.

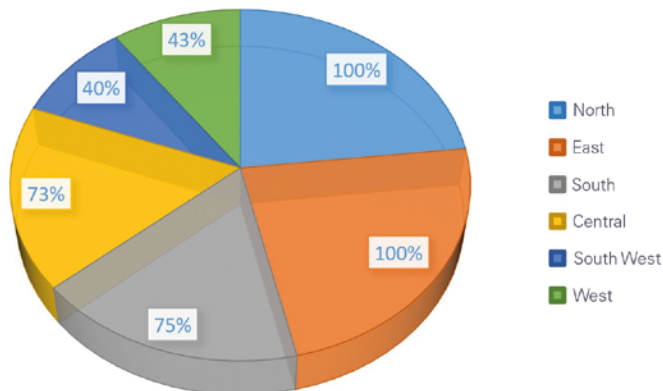
We have been successfully and comprehensively using the Jira Service Management ticket system in our daily work with customers for over a year now. So far, we have had very good experiences with the changeover, and the system offers numerous advantages for our customers as well as for Kern internally: Service requests and fault reports are processed efficiently and in a structured manner within the framework of service contracts.

Enquiries, technical issues, and maintenance orders for machinery and equipment are created and documented comprehensively and transparently for all parties involved. This transparency facilitates future repairs and increases efficiency in handling recurring issues.



Comprehensive documentation and history of maintenance and repair measures enable future operations to be planned more effectively and carried out in a targeted manner.

Integration of Kern GmbH full-service customers in Jira by service areas (distribution):



In addition, we can use the Jira tool to generate meaningful reports on the number and type of service requests, processing times and compliance with service level agreements (SLA). This helps to continuously improve service quality and monitor compliance with service contracts.

Insight into the daily routine of the Kern Service

What does maintenance and service mean, and what exactly does

the Kern Group service contract cover? Our new video on Kern

Service. Take a look here:



Three questions for...

Michael Benkner, Managing Director of Müller Apparatebau, Co-Managing Director of Kern GmbH



1 How was your start as the new managing director at Müller Apparatebau?

I have been in Kranzberg since the beginning of April and have been warmly welcomed by my colleagues there. The same applies to my initial contacts with customers and partners. I was particularly impressed by the in-house vertical range of manufacture and the „Müller Experience Center“, where customers can have their machines accepted on site. As a long-standing Kern and Müller customer, it has been and continues to be exciting to be able to contribute to this company and bring all of this experience to bear.

2 Where is the journey taking the company in Kranzberg?

We want to further expand production and assembly in Kranzberg. The facility there has very powerful machinery for milling, turning and grinding. We will achieve this objective by, among other things, introducing additional shifts. The Development department is in close coordination with the parent company. The first steps have already been taken, and the next ones are planned. We will make better use of shared platforms and push ahead with standardisation where it makes sense. In the area of sales and service, there will be close cooperation with the subsidiaries of the Kern Group, particularly Kern GmbH.

3 What are the current challenges?

The focus is on customer satisfaction. We want to continue offering our customers the right solutions for their day-to-day business and problems, and to provide excellent service at all times. In order to exploit the full potential of the location and further expand production, we are looking for qualified local employees. To this end, we will be stepping up our recruitment activities. This includes the area of trainees, as it remains important to us to ensure that we have a supply of qualified young talents.

Watch the entire interview on video:



Future-proof and automated

Müller LogiPack at Witt Weiden

JosefWitt GmbH – better known under the Witt Weiden brand – is a long-established mail order company based in Weiden in the Upper Palatinate. For over 100 years, the company has been offering fashionable clothing primarily for the 50+ target group and is now part of the internationally active Otto Group.



As a modern multichannel retailer, Witt Weiden attaches great importance to efficient, digital processes and reliable, customer-oriented handling in its day-to-day business. Document management also plays a central role in this context.

In the area of invoicing and shipping documents, Witt Weiden worked for a long time with traditional continuous forms produced using offset printing. However, this method increasingly proved to be inflexible and prone to errors. The required forms became increasingly difficult to obtain, and the rigidly specified printing sequence also proved problematic. All these factors ultimately led to the decision to fundamentally rethink the existing process and switch to modern single-sheet

processing in A4 format. The aim was to produce invoices, including predefined transfer forms and integrated shipping labels, efficiently, flexibly and automatically.

Today, Witt Weiden relies on a powerful solution consisting of nine Müller LogiPack systems in conjunction with Ricoh Pro 8320 printers. These systems are used exclusively for printing and automated processing of customer invoices. The printing processes run around the clock in three shifts, spread over three invoicing cycles per day. A total of around 100,000 A4 invoices are produced and automatically processed every day. After printing, the documents

are folded using the Müller LogiPack and placed directly into the prepared trays and transferred to the goods distribution centre, where they are integrated into the shipping processes together with the ordered items. This ensures that every order leaves the premises complete, correct and on time. The new solution offers considerable advantages. The switch to single-sheet printing has significantly increased flexibility. Layout or content changes can now be implemented internally, quickly and without great effort. At the same time, automated finishing ensures significantly greater efficiency in everyday work. The system also makes economic sense: there is no need to store offset forms, paper

consumption is demand-driven, and production is precisely tailored to actual mailing requirements. With the implementation of Müller LogiPack systems, Witt Weiden has taken a decisive step towards digital transformation. The combination of reliable printing technology, intelligent processing and close integration with logistics ensures consistent, streamlined and future-proof processes. The company is thus ideally positioned to continue responding flexibly to new requirements in document and shipping management in the future. In addition, four more LogiPack systems are in use at Distribution Centre II, which directs the corresponding invoice to the parcels on demand. Witt Weiden has been benefiting from the advantages and high reliability

of Müller LogiPacks for years. The long-standing cooperation proves the practicality and efficiency of the systems – both in daily opera-

its headquarters in Weiden and across Germany, it offers fashion, lingerie and home textiles under strong own brands via catalogues,



tions and when faced with special logistical challenges. Witt Weiden has become a leading fashion mail-order company for the 50+ target group in Europe. Employing several thousand people at

online shops and stores. Focusing on quality, comfort and service, Witt Weiden combines tradition with innovation and continues to strengthen its position through digital and sustainable practices.



logimat-messe.de

Müller will be presenting these and other innovative solutions together with Kern at **booth 6B11** at **Logi-Mat 2026**, the international trade fair for intralogistics solutions and

process management, which will be held in **Stuttgart from 24 to 26 March**, offering visitors insights into the latest trends and technologies in the field.



Picture: Freising ©Dietmar Denger

Freising – Mediterranean flair in the heart of Old Bavaria

Freising combines a youthful lifestyle with living tradition. Between history and the modern day, Freising presents itself as the oldest town on the River Isar.

Freising's residents and visitors appreciate the mix of southern European flair and Bavarian tradition in the town, which lies to the north of Munich. Impressive Baroque and Rococo buildings line the streets, while hidden corners and alleys invite you to stroll and explore. There are numerous charming cafés and traditional restaurants where you can take a break. EA cool wheat beer is best enjoyed in one of the pleasant beer gardens. A high quality of life and a well-filled calendar of events make Freising attractive and liveable.

Freising's landmark, the Domburg, rises above the rooftops of the city. The Mariendom cathedral

sits enthroned there, its interior designed in Baroque style by the famous Asam brothers.

A popular attraction for visitors from all over the world is the Romanesque crypt with its mysterious bestiary pillar.

The Diocesan Museum is located in the immediate vicinity of the cathedral. The sun-drenched building offers a beautiful view of the city and allows the valuable, newly arranged objects of Christian art and folk culture to shine in new splendour. The light space created by internationally renowned light artist James Turrell is a particularly inspiring source of atmospheric inspiration here.

The newly renovated St. Peter and Paul Church in the Freising Neustift district is also worth a visit.

West of the city centre rises the Weißenstephaner Berg. Here, not

only is beer culture cultivated in the world's oldest brewery, but teaching and research are also conducted at an international level. The former monastery has developed into a centre of science, where the university campus is now located.

If you want to enjoy some time out in the countryside, you will find an idyllic spot in the university's magnificent show gardens. Like the Rose Island between the railway station and the city centre, they offer a retreat for quiet moments.

Freising today stands for openness, creativity and community. With its mix of history and progress, the city offers a glimpse of Bavarian life – vibrant, welcoming and full of character. Whether for a short visit or a longer stay, Freising invites everyone to experience its charm and feel at home in Bavaria.

Don't want to miss any news? Follow us on social media!



Head Office

Kern AG
3510 Konolfingen / Switzerland
Phone +41 31 790 35 35
info.switzerland@kernworld.com
kernworld.com

Other Subsidiaries

Germany:	kerngmbh.de / mueller-phs.com
Belgium:	kernnv.be
France:	kernfrance.fr
Netherlands:	kernbv.nl
USA / Canada:	kerninc.com