

Kern Group Coming Together for Worldwide Collaboration

Upon holding an international marketing meeting in the Kern headquarters in Konolfingen Switzerland on the week of March 11th, 2019, Kern is proud to announce the overall collaboration between Kern AG, and all the Kern Subsidiaries across the world. The international collaboration from the Switzerland, German, Italian, United Kingdom, United States, French, Netherland, Belgium and Spanish groups have come together to form a stronger, unified Kern Group.

The unification spark will begin with the social media consolidation of all the Kern accounts to be under the Kern Group head. The social media platforms Kern Group will be featured on are [LinkedIn](#), [YouTube](#), and Xing (in Germany). The other sites will be closed-down after all information is gathered and merged to the Kern Group accounts.

Along with the collaboration, Kern has other visual branding changes to the powerful Kern brand. The Kern logo is now a darker blue, to what we call "Shadow Blue" (Pantone 647). The Kern inserting systems will remain "Signal Red" as a stable in the inserting industry and "Kern's Red Machines".

Also seen with the rebranding are changes in the lines of business titles. The production mail inserting equipment are now in the [kernMail](#) section. Card affixing, attaching, and sorting systems are under the group as [kernCard](#). The Smart Terminal 24/7 automated parcel lockers, whether they are freezer, refrigerated, dry, gun or any other locker type created by Kern, are now in the collection of [kernTerminal](#). The PackOnTime and other packaging equipment offered by the Kern team is a part of [kernPack](#). Software from the solutions that help run the Kern equipment as efficiently as possible, reporting for Kern systems, as well as the kernEDGE platform that works with the digitization and workflow processes of any application, inside or outside of the mailroom, is under the umbrella of [kernSoftware](#). The pre and post digital print processing will be in the section of [kernGraphic](#). The kernGraphic systems will be working in conjunction with the Hunkeler systems as a part of the collaboration of Kern and Hunkeler announced at the Hunkeler days 2019.

The different product lines will have their own LinkedIn pages. The linked accounts will be as affiliation pages associated directly to the Kern Group page, formally the Kern International page. The YouTube part of the social media relaunch will come next.

The Kern Group marketing team is excited for these changes and will have many more posts on the social media sites here in 2019 and moving forward as all Kern subsidiaries are working in conjunction, running the accounts together. For more information about Kern, please visit our [website](#), or contact us at info@kernworld.com