



IN STORE

only

Magazine

Feb. 2026 | issue nr. 15

holbox
next generation displays

**50 YEARS OF
INNOVATION**

IN STORE only

At Holbox, everything revolves around the +.

That plus is no coincidence. It is the result of 50 years of entrepreneurship, curiosity, and the conviction that things can always be better. Since its founding, Holbox has been built on the idea that real value is created by adding something extra: to service, to creativity, to quality, and increasingly to sustainability.

This mindset, always going that little bit further, has brought Holbox to where we are today. From an ambitious family business to a modern production organization that continues to invest in people, technology, and a future-proof way of working.

The choices made over the past decades come together today in a new phase: a new building, a major investment, and a clear vision for the future.

With Holbox+, we put into words what has been in our DNA for 50 years. A holistic approach in which design, engineering, and sustainability come together. From the very first sketch to the shop floor, we think along, go further, and look ahead. Holbox+ stands for solutions that not only stand out, but also make sense, substantively and with a future-focused mindset.

In this magazine, we take you along in that story. You'll discover how 50 years of experience translates into innovative concepts, sustainable choices, and a production environment ready for the next generation. Stories that show how we give meaning to that plus every single day.

Discover how we make the difference.
With impact. With vision. With a +.

Wishing you lots of inspiration,

Martijn Hol

Martijn Hol | CEO Holbox BV



**NEXT
GENERATION
DISPLAYS**

CARDBOARD SHOWSTOPPER, 6 METERS TALL

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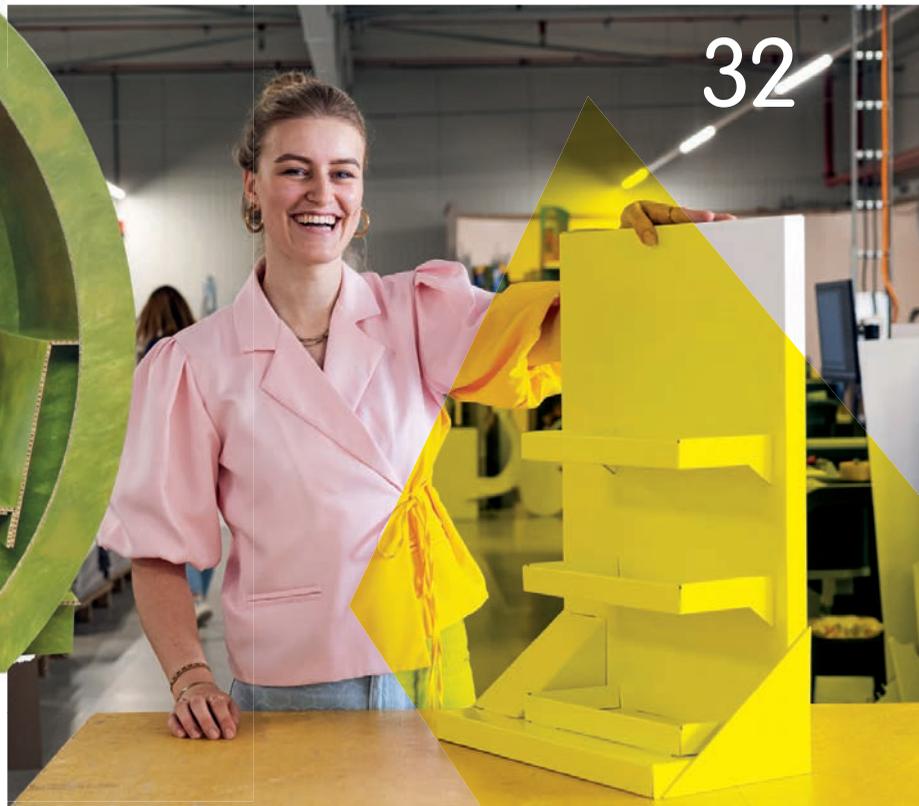
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JAN HOL

Visionary.
Pioneer.
Family entrepreneur.

50 Years of Holbox:

BUILT ON VISION, COURAGE AND CONTINUITY

For 50 years, Holbox has stood for entrepreneurship with vision. What began as an ambitious initiative grew into an international family business in in-store communication and packaging, with multiple production locations and a distinctive identity. At the core of this development was a clear conviction: progress requires courage, curiosity, and a willingness to see and seize opportunities.

From the very beginning, this mindset was shaped by founder Jan Hol. With limited resources but great ambitions, he laid the foundation for Holbox. Step by step, an organization was built in which innovation, craftsmanship, and personal commitment were central, values that did not remain on paper, but became visible in everyday practice.

Holbox soon developed into a true family business. Together with Wies, his wife, and later with their children Martijn, Chantal, and Anouk, the focus was not only on growth, but also on building a culture of trust, responsibility, and continuity. These family values proved to be a stable foundation for sustainable development, both nationally and internationally.

Over the years, Holbox continued to invest in modern production technologies, international expansion, and an increasingly strong focus on sustainability. The company evolved with the times without losing its identity. The move to the ultra-modern factory in Roermond in 2024 marks a new chapter in this 50-year story: an organization ready for the future, led by the second generation.

Although Jan Hol has since stepped back from day-to-day management, his influence remains clearly present. His vision is still an essential part of Holbox's DNA. That the company is now led by his children is no coincidence, but the result of a carefully built foundation.

And so, after 50 years, Holbox stands where it does today: a company that continues to grow, continues to innovate, and is firmly rooted in family, commitment, and a long-term vision for the future. ✨



50 years of choices coming together in one future-focused step

What Holbox is today is the result of 50 years of forward thinking. From smart choices in the past to targeted investments in the future. That development comes together in a new building and a multi-million-euro investment in sustainable production, technology, and flexibility. Not as an end in itself, but as a deliberate step to continue making an impact on the shop floor in the decades to come, with respect for people and the environment.



More than a building

The new building quite literally and figuratively forms the foundation of Holbox's sustainability ambitions. It was designed with maximum energy efficiency and minimal environmental impact as guiding principles and has been awarded the BREEAM Excellent certification. In every phase of design and construction, long-term use, flexibility, and responsible energy consumption were key considerations.

Holbox generates a large share of its required energy itself through approximately 2,500 solar panels. A white roof and light-colored interior walls ensure optimal light reflection and temperature control, reducing the need for artificial lighting and cooling. The lighting system automatically adjusts to daylight and occupancy, preventing unnecessary energy use.

In addition, the building is equipped with high-quality insulation, heat recovery systems, and water-saving facilities. Heat released during the production process is reused, meaning that additional heating in the production halls is rarely needed. For the offices, an efficient climate system is used that extracts heat from the outside air and deploys it intelligently—even at low outdoor temperatures. Only during extremely cold days is a limited amount of gas still required.

Sustainability does not stop at the building itself. The surrounding area has been designed with biodiversity in mind, featuring native planting, insect hotels, and facilities for badgers and bats. Charging stations encourage electric driving and make the site future-proof for employees and visitors alike.

Using Energy Smartly, Even as a Major Consumer

Holbox demonstrates that growth and the energy transition can go hand in hand. By relocating to an energy-neutral building and making the entire production process more sustainable, the organization now largely runs on sustainably generated electricity. In collaboration with energy partners, Holbox continuously explores ways to manage consumption more intelligently—for example by limiting peak loads and better aligning processes.

This approach makes Holbox future-proof, even as a major energy consumer. The conviction is clear: investing in sustainability always pays off in reliability, continuity, and responsibility toward future generations.



Watch the video about our collaboration with Vattenfall

Sustainability at the heart of our production process

Sustainability is not only reflected in the building or energy consumption, but above all in the choices we make within our production process. In recent years, our printing process has been made increasingly more sustainable, step by step, with attention to environmental impact, ease of use, and consistently top-level quality.

Less chemistry, more efficiency

For plate production, Holbox works with the AGFA Energy Elite Eco printing plate within the ECO³ concept. In combination with the Arkana ECO³ plate processor, up to 15,000 m² of plate material can be processed using just 10 liters of liquid. Thanks to the cascade system and the compact developer tank, significantly less chemistry is required. This means less transport, less waste, and a cleaner, more efficient printing process—without any compromise on quality.

Bio-based inks and migration-free coatings

Holbox also makes conscious, future-proof choices when it comes to inks and coatings. For finishing displays, we use TERRAWET water-based coatings. These dry quickly, are free of harmful substances, and are Food- and Toysafe certified.

In addition, we work with ELEMENTS TERRA MAGNA bio-based inks: fully plant-based, cobalt-free, and containing less than 1% mineral oils. These inks are suitable for all paper and cardboard types and combine excellent drying and scratch resistance with high print quality. In this way, sustainability and performance reinforce each other in every print run.

The road toward emission-free transport

Sustainability does not stop at production. In logistics as well, Holbox is taking steps toward emission-free transport. Our trucks comply with the Euro 6 emission standard and emit up to 97% less nitrogen oxides than older engines. With SCR catalysts and AdBlue®, nitrogen oxide emissions are reduced even further.

Looking ahead, Holbox is exploring all possibilities around electric driving and considering hydrogen as a potential next step. The goal is clear: to work toward a future-proof, fully emission-free logistics fleet, with attention to air quality, energy security, and future generations.

Combining top quality with sustainable choices

Sustainability ID: insight into origin and recycling

The sustainable choices we make in materials, bio-based inks, and coatings are something we also want to make transparent for our customers and end users. It was from this ambition that the Sustainability ID was created.

By scanning the Sustainability ID, the display's material passport becomes visible. This shows which recycled and certified paper and cardboard types the display is made from, which environmentally friendly inks and coatings were used for printing, and which waste stream the promotional product belongs to after use. In this way, we make the route to recycling, and therefore a second life, as short and clear as possible.





The multi-million investment is not only visible in the building, but especially in the production environment. By investing in modern technology, Holbox can produce more efficiently, reduce waste, and respond flexibly to changing market demand.

Investing in technology to enable sustainable growth

New generation of printing presses

A major efficiency gain has been achieved with the installation of a new **Koenig & Bauer Rapida 164 printing press**, replacing the existing Rapida 162, as well as the complete overhaul of the already installed Rapida 164. In collaboration with Wifac, both presses have been configured identically and connected to a new ECO3 N24 VLF CtP system with pallet loader.

As a result, Holbox produces process-free printing plates with less chemistry and waste. The fully automated presses operate with the same plates and controls, ensuring maximum interchangeability, short lead times, and consistent quality.

New laminating machine for digital print work

An important addition to the production process is the new laminating machine, specially developed for Holbox's digital print work. Large paper rolls are first digitally printed and then cut into sheets, which are subsequently perfectly laminated onto cardboard. The machine, developed in collaboration with Stock, is fully optimized for processing Colorado sheets and significantly reduces the washboard effect. The result is a high-quality final product that seamlessly matches the high standard of our display production.

Smart die-cutting solutions for maximum efficiency

Significant steps have also been made in finishing. Holbox now has an extensive and **flexible die-cutting setup**:

- one platen die cutter
- three semi-automatic die-cutting machines
- one fully automatic die-cutting machine

The three new semi-automatic die-cutting machines are identically configured. This allows die-cutting tools to be easily exchanged between machines, resulting in shorter changeover times, higher efficiency, and greater planning flexibility. As a result, we can respond quickly to changing volumes and a wide variety of display designs.

Investing in speed, quality and flexibility



Digital production as an accelerator: Canon Colorado

Thanks to smart automation, the Canon Colorado can produce 24/7 without supervision. The process can be monitored and adjusted in real time via remote control, ensuring maximum flexibility and scalability.

The UVgel technology delivers sharp details, deep colors, and an even finish, with instantly dry prints and high scratch resistance.

In addition, the Canon Colorado seamlessly aligns with Holbox's sustainability ambitions. **The UVgel ink is GREENGUARD Gold certified** and features efficient ink consumption, meaning less material is needed to achieve the same color intensity. This makes the printer ideally suited for high-quality POS materials such as floor stickers, shelf hangers, shelf strips, and wobblers.

The combination of speed, quality, and flexibility expands creative possibilities and delivers maximum impact on the shop floor. ✨



Sustainability, proven and certified

For us, sustainable working starts with a clear choice: taking responsibility for what we make, how we make it, and with whom we work. Not just in words, but in demonstrable actions. That is why we have our efforts assessed by independent parties. Together, our certifications serve as proof that sustainability is structurally embedded in our organization.



Responsible forest management as a foundation

The use of responsibly sourced wood and paper is a natural starting point for us. With **FSC®** and **PEFC** certifications, we demonstrate that our raw materials come from sustainably managed forests, with consideration for people, nature, and the future.

- wood and paper from responsibly managed forests
- attention to biodiversity and forest conservation
- respect for local communities and working conditions

Sustainable entrepreneurship, broadly viewed

For us, sustainability goes beyond materials alone. Our business operations are also critically assessed. This is done by **EcoVadis**, an internationally recognized sustainability assessment platform. With a **Silver rating**, we rank among the better-performing companies in our sector.

- assessment of environmental impact, labor and human rights, ethics, and procurement
- independent and international evaluation
- confirmation that sustainability is an integral part of our organization

Structurally working on improvement

To continuously reduce our environmental impact, we work in accordance with the international **ISO 14001** standard. This environmental management system ensures that sustainability is not a standalone ambition, but part of our daily processes.

- structural insight into environmental impact
- clear objectives and measurable improvements
- continuous focus on more efficient and cleaner operations

A sustainable working environment

Our vision on sustainability is also reflected in the place where we work. Our building is certified with **BREEAM Excellent**, a high international rating for sustainable buildings.

- energy-efficient and future-proof design
- conscious choices in materials and installations
- healthy and comfortable indoor climate

Not an end point, but a confirmation

Our certifications are not a final goal, but a confirmation of the direction we have chosen. They show that we are already making conscious choices today and will continue to work toward a more sustainable future.

Smart AGV's lift Holbox to a higher level

INNOVATION AND SAFETY HAND IN HAND
IN OUR NEW FACILITY IN ROERMOND

With the move to the new facility in Roermond, Holbox has also future-proofed its internal logistics. The deployment of two automated guided vehicles (AGV's) from Jungheinrich plays a key role in this and supports an efficient, sustainable flow of goods within the production environment.

Working more efficiently with care for people and the environment

Our new facility was designed with efficiency, safety, and sustainability as core principles. By investing in modern logistics solutions, we reduce our ecological footprint while simultaneously creating a more pleasant working environment for our employees. The combination of additional Jungheinrich lithium-ion trucks and two AGV's of the EKS 215a type fits seamlessly into this vision.

The AGV's take over heavy and repetitive transport tasks within the facility. This allows our forklift drivers to focus more on tasks that require craftsmanship, insight, and flexibility. As a result, the work becomes not only more efficient, but also more challenging and enjoyable.

Intuitive technology for everyone

Thanks to laser scanning and smart sensors, the AGVs move safely and accurately between storage, production, goods receiving, and dispatch. Control is handled via a custom-designed web interface on tablets. It is so intuitive that all employees can work with it easily, regardless of background or experience. This was an important requirement for us: technology should support, not hinder.

A first in safety and flexibility

We are particularly proud of several custom solutions implemented in this project. Our AGV's are equipped with an additional safety sensor that "looks" higher than the standard 20 centimeters above the floor. This allows obstacles such as raised loads or other traffic participants to be detected earlier. The AGV's automatically adjusts its speed and, if necessary, comes to a safe stop. A first in the Netherlands—where safety is always our top priority. In addition, the cantilevered AGV's are equipped with a multi-purpose custom fork. This enables us to transport not only Euro and industrial pallets, but also our large paper pallets measuring 1,600 × 1,200 millimeters. This provides maximum flexibility in internal transport.

A new colleague on the shop floor

As with any innovation, there was some initial skepticism. By now, however, our employees experience the AGV's as fully-fledged team members. They provide support where needed, work consistently, and contribute to a safe and well-organized logistics environment. With these investments, we are ready for the future: scalable, efficient, and with continued attention to our people. ✨



Scan the QR code to see how our AGV's make work smarter and safer.

Made for impact

From creative to functional, from idea to impact: displays that strengthen the brand and connect with the customer.



Guidance Development

Always Caring

Behind every smart solution and every sustainable process are people. That is why Holbox looks beyond technology alone. Inclusive sourcing makes visible how opportunities, development, and engagement have a permanent place in daily work.

WORKING TOGETHER ON OPPORTUNITIES, GROWTH AND A STRONG FUTURE

Stronger together: growing partnerships

In the assembly and co-packing departments, Holbox has been working for some time with Vluchteling aan Zet and PSW Werk. Participants from both organizations are fully involved in the team on a daily basis—not alongside the work, but right at the heart of the process.

The strength of these collaborations lies in mutual benefit. Holbox offers a safe, structured working environment with proper guidance. In return, we gain committed colleagues who are motivated, eager to learn, and who strengthen the entire team through their efforts.

Inclusive sourcing does not stop at the Dutch border. At our production location in Poland, we also collaborate with GZAZ, a social organization that supports people with a distance to the labor market in finding suitable work. Through personal guidance and attention to individual talent and pace, we create sustainable social workplaces there as well and strengthen the local community.





EMPLOYEES AND A SUPERVISOR FROM PSW WITH MARTIJN HOL AND HADI FEDDAHI OF HOLBOX.

From opportunity to strength

For many participants, it starts with an internship or a work-experience placement, but it often grows into a permanent role within Holbox. Muhammad, for example, has been developing within our team for quite some time, both in his work and in the Dutch language. Through PSW Werk as well, we see people steadily grow in independence, self-confidence, and professional skills. Their contribution is valuable, and that is genuinely felt.

One team, one goal

Good guidance and personal attention make the difference. Together with our partners, we ensure clear agreements and a pace that suits the individual. This allows everyone to participate in their own way, with the same goal: progress. For us, inclusive sourcing means investing in people and in long-term partnerships—and that pays off in engagement, quality, and a strong sense of team.

Equal opportunities, also in leadership

Inclusion at Holbox goes beyond the shop floor. Within our organization, we strive for equal opportunities at all levels. More than half of our employees are women (51%), including in leadership roles and at board level. We believe that diversity of perspectives leads to better decisions, stronger teams, and sustainable growth.

Looking ahead

This is just the beginning. Holbox will continue to build an inclusive workplace and social employment opportunities, both in the Netherlands and internationally. Because everyone deserves a chance and when people are given that chance, not only the individual grows, but the organization does as well. 🌱

Diversity
Equal opportunities

Connected to our society

The collaborations on our shop floor do not stand on their own. They stem from a broader conviction: **entrepreneurship also means taking responsibility for the society in which you operate. That is why Holbox looks beyond the shop floor and contributes in various ways to social and community initiatives.**

This involvement takes shape through long-term partnerships and concrete actions, focused on health, well-being, and equal opportunities. In this way, we make a difference not only within our organization, but also beyond it.

ORGANIZATIONS WE SUPPORT

MosaKids

The children's hospital of the Euregio, providing specialized care for children—from straightforward treatments to complex conditions. With attention to both the child's well-being and active involvement of parents, care in a warm, child-friendly environment is central.



Health Foundation Limburg

Committed to financing medical and scientific research within Maastricht UMC+ and partner hospitals. The focus includes cancer, cardiovascular diseases, brain and neurological disorders, and chronic childhood illnesses.



End Polio Now

The global campaign of Rotary International with the goal of completely eradicating polio. Holbox contributes through the sale of the End Polio Now tulip, supporting both awareness and funding for this international health mission.



Dr. Monkey

Dr. Monkey is part of the Many Monkeys program, in which leftover materials are transformed into handmade sock monkeys for children in hospitals and care institutions. Through these small gestures, thousands of children each year are given a moment of joy and distraction.

OUR FOUNDATION:

Impact with focus

An important part of this commitment is our own Foundation, which is ANBI-certified. Through this Foundation, we actively raise funds for scientific research into, among other things, cancer and Alzheimer's disease—conditions that have a major impact on many people and their families. In this way, we make a tangible contribution to a healthier future.

One million HANG-IN displays

Some milestones feel bigger than just a number. That moment came when the 1,000,000th 2 Second HANG-IN display was recently produced.

The success of the HANG-IN display lies in its simplicity. The display is designed to:

- be assembled quickly, sturdily, and without loose parts
- be ready on the shop floor in just a few seconds
- have trays hung into the side walls for extra strength
- feature a smart design that ensures a stable construction with a load capacity of up to 150 kg, making it suitable even for heavier products

Sustainability is not an afterthought. The HANG-IN display is made entirely of cardboard and is 100% recyclable. It is packed compactly in a single package, enabling efficient transport, less handling, and a lower CO₂ impact.

Producing one million 2 Second HANG-IN Displays is a milestone worth celebrating, but above all it forms a foundation to build upon. The success of this display has led to new variants within the 2 Second Display series, such as the Hang-in Compact. Always with the same starting point: smart design, maximum impact, and minimal environmental footprint.



100

THE BENEFITS AT A GLANCE:

- **100% SUSTAINABLE:** BIODEGRADABLE DISPLAY
- **FULLY PRE-ASSEMBLED:** ONLY ONE STORAGE LOCATION NEEDED
- **STRONG:** TOTAL LOAD CAPACITY OF 150 KG
- **SIMPLE:** QUICK TO SET UP
- **EASY:** CAN BE ATTACHED TO ANY TYPE OF PALLET
- **PATENTED:** EP3205240



holbox+

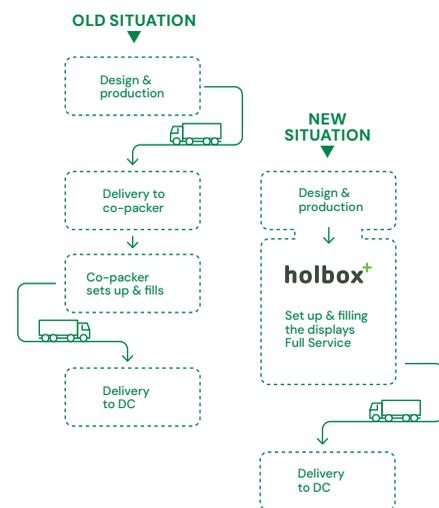
Full service that brings your brand story to life

Holbox+ is more than a display solution. It is a total concept in which creativity, craftsmanship, and logistics come together to make your brand story visible on the shop floor. From the first idea to the moment the display is in place, filled and ready for use, everything is taken care of down to the smallest detail.

An experienced team carefully assembles the displays and places products accurately, safely, and as agreed. Thanks to one streamlined process and a single point of contact, clarity and peace of mind are created. No loose links, no surprises, just complete peace of mind and maximum impact on the shop floor.

Holbox+ combines eco-design, production, assembly, and logistics coordination into one integrated approach. Smart processes lead to less packaging, fewer transport movements, and lower CO² emissions. This makes Holbox+ not only efficient, but also sustainable and future-proof.

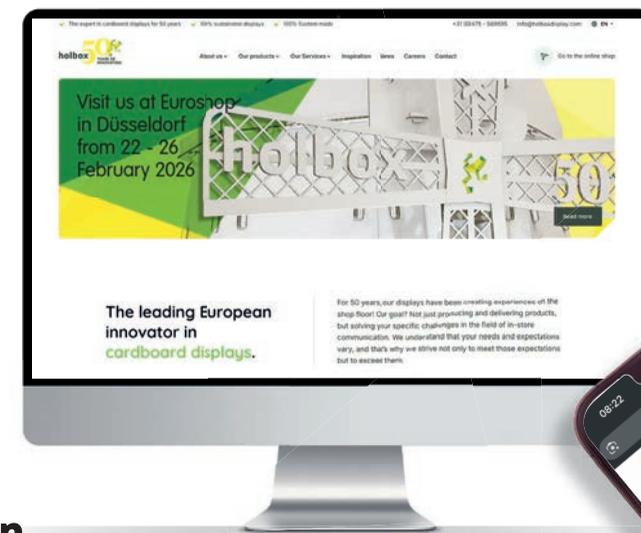
The result is a full-service solution that works for both brands and retailers. With clear communication, predictable costs, and displays that do exactly what they are meant to do: stand out, activate, and contribute to the success of your campaign. Holbox+ brings simplicity to a complex chain and lets brands shine where it truly matters.



From webshop to website

INVESTING IN ONLINE GROWTH

In addition to investments on the production floor, Holbox is also making targeted investments in digital development. A future-proof organization requires not only smart technology and sustainable production, but also a strong online presence. Following the successful launch of our new webshop, a next step was taken together with digital agency Happy Horizon: a completely redesigned corporate website, which is now live.



happy horizon
CREATIVE DIGITAL AGENCY

The webshop marked an important milestone in optimizing our online services. Since then, customers have been able to find products more easily, place orders, and find inspiration within our broad range. With the launch of the new website, this user-friendliness and brand experience have now been fully translated into our digital business card.

Together with Happy Horizon, we created a platform that clearly and inspiringly presents our creative strength, sustainable vision, and innovative product solutions.

The website is not only visually stronger, but also richer in content, with space for customer cases, projects, team stories, and our impact on sustainability.

The collaboration with Happy Horizon was once again focused and smooth. Their expertise in digital strategy and design aligns seamlessly with our ambition to position Holbox as distinctive and future-proof online as well.



Shop Direct

NEW WEBSHOP, SAME SERVICE

In May, the moment arrived: our brand-new Shop Direct webshop went live! After months of preparation, design, testing, and optimization, we are extremely proud of the end result. The fresh look, user-friendly layout, and updated features make it even easier to find exactly what you're looking for—from creative display solutions to sustainable materials.



But we're not standing still. We continue to develop the platform every day and listen closely to your wishes. The new webshop is not an end point, but the beginning of a digital environment that grows along with our customers' needs. Think of improved search functions, inspiration pages, and useful tools for customization.

What doesn't change is our service
Our creative team of "folding masters" is ready every day to realize display and POS campaigns that perfectly match your brand and objectives.



Personal guidance from A to Z
From the first idea to the final product, we help you choose the right type of display. We think along with you about retailer-friendly placement and a logical, clear product layout that captures attention. In addition, we check all supplied artwork and provide a free digital proof, ensuring everything is print-ready and correct from the start.

From one display to large volumes
Starting small? No problem. We already deliver from a single piece. Larger volumes? We're happy to think along, provide a non-binding quote, and guarantee production in our own facilities. Digital or offset, we grow with you.

Customization and co-packing service
Every display is fully tailored to your product and designed by our team of experienced designers. All our display models are extensively tested, so you can be sure of a stable construction. And it gets even better: we assemble the display for you and fill it with your products. Ready for use, straight after delivery.

Fast, sustainable, and professional
We produce everything in-house using certified, recyclable materials. Thanks to our multiple production lines, we can switch quickly and guarantee short, reliable delivery times.

Always available for your questions
Our team is available every day. Whether you need help with design, advice, or technical details, you'll receive quick and professional support. ☎

CURIOS?
TAKE A QUICK LOOK AT THE RENEWED WEBSHOP AND GET INSPIRED!

shopdirect.holboxdisplay.com
inspiration always within reach



holbox
shop direct

Creative boost for Reboard

ORGANIC SHAPES,
SURPRISING PRESENTATIONS



LAURA CAENEN
DISPLAY
DESIGNER

At Holbox, we continuously reinvent our existing products. A great example of this is the versatile Reboard, which we are now using in a new, more creative way. By applying a proven technique to this sturdy material, so-called creasing, we can now also use Reboard for designs with flowing, organic shapes.

"We were already using this technique in other applications, but now that we're applying it to Reboard as well, we suddenly see many new creative possibilities emerging," says Laura from the Studio. "By placing incisions in smart locations, we can make the material bend. The closer the lines, the more flexible the shape. That really opens new doors for eye-catching concepts."

This development makes it possible to choose even more expressive presentations within the existing product range. Think of wave-like shapes for exhibition designs, elegant lines in POS displays, or playful accents for product launches, all executed in sustainable Reboard.

This creative expansion is the result of the creative and technical sessions of our folding masters, proving that there is still plenty of room for innovation in form, appearance, and experience. ✂



OUR SHOWROOM WALL WITH CURVATURE

Step into the Meeting Box



No more boring meeting rooms!
The Meeting Box is the place where ideas spark, plans take shape, and even that tricky pitch suddenly flows with ease. Place it wherever you like, on the shop floor, at a trade fair, or in a showroom, and let the inspiration roll in. Meetings have never been this fun



Scan the QR code for the fast-motion film of the assembly



Order your own Meeting Box via the QR code

Co lo phon

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