**Revamped MEYLE product packaging**

* **New packaging design for around 23,000 items to enhance flow of information and customer value**
* **All MEYLE packaging to feature self-explanatory short number and QR code**

**Hamburg, 23 May 2017. Following on from the recent MEYLE brand relaunch, MEYLE AG has now introduced its new product packaging: From June 2017, the first products will be shipped in the redesigned boxes. Besides synchronising brand design features, the new MEYLE product boxes also incorporate a couple of functional enhancements. Thanks to visual clues, customers will now know at a glance whether the box contains a MEYLE-ORIGINAL, MEYLE-PD or MEYLE‑HD product. In addition to the standard MEYLE part number, the shipping label now also shows the new self-explanatory MEYLE short number along with a QR code.**

Besides giving the MEYLE product boxes a fresh new look, the new design includes a couple of value-enhancing features. Coded in intuitive icons, all product benefits are displayed outside of the box, thus allowing customers to see all key information of the purchased product at a glance. While the product details given on the box labels used to be available only in German, English and Russian, they will now be shown also in French, Polish and Spanish. All product boxes are latched with the corresponding MEYLE‑ORIGINAL, MEYLE‑PD or MEYLE‑HD seal and offer improved tactile properties. The QR code printed on the label directly links to the respective product page in the online catalogue where customers will find complementary information including product reference numbers, fitting instructions and flyers.

In addition to the MEYLE reference, the redesigned labels will also show the new self-explanatory MEYLE short number. The short number scheme was developed to provide an additional product identification option and facilitate communication on spare parts between manufacturer, dealers and repair shops.

The new MEYLE short number can also be used to place spare part orders as its architecture allows precise identification of any item in the MEYLE range. The MEYLE short number is the next step in the company's strategy of optimising its logistics performance. Running a 29,000 square meter logistics centre at its Hamburg headquarters, MEYLE achieves benchmark-setting part availability for its entire range of 23,000 items.

"As 'DRIVER’S BEST FRIEND' MEYLE is synonymous with expertise, quality and service", says André Sobottka, MEYLE board member in charge of Sales, Marketing and Communications. "The revamped packaging design along with the MEYLE short number scheme are tangible results of our value proposition: They make it easier for our customers to identify, find and order MEYLE parts, helping them to streamline their product handling processes."

Download our press releases and press pictures from [www.meyle.com](http://www.meyle.com/) or order in electronic file format.

Contact:

1. Public Relations von Hoyningen-Huene, Marc von Bandemer, phone: +49 40 416208-17, email: [mvb@prvhh.de](mailto:mvb@prvhh.de)
2. MEYLE AG, Eva Schilling, phone: +49 40 67506-7425, email: [eva.schilling@meyle.com](mailto:eva.schilling@meyle.com)

**About the company**

Under its MEYLE brand, MEYLE AG manufactures and markets a wide range of premium-grade passenger car, van and commercial vehicle spare parts for the independent aftermarket. The MEYLE brand's product lines are **MEYLE-ORIGINAL, MEYLE-HD and MEYLE-PD.**

**Catering for virtually every popular vehicle application the wide range of product supplied by Hamburg-based manufacturer MEYLE features the following products:**

* **MEYLE-ORIGINAL: True to OE. – This product line includes around 20,000 top-class parts.**
* **MEYLE-PD: Advanced design and technology. –** This product line features around 2,000 technically refined brake discs and pads distinguished by their enhanced braking performance and cutting-edge coating technology.
* **MEYLE-HD: Better than OE. – Devised by the company's in-house engineers, the MEYLE-HD line features around 1,000 products to cater for thousands of different vehicle models.** Designed to provide **exceptional strength and long service life** MEYLE-HD parts offer **enhanced performance over original-equipment designs**. Unrivalled in quality and durability technically-refined MEYLE-HD parts come with a four-year guarantee.

MEYLE AG is headquartered in Hamburg, Germany and operates in 120 countries supported by its state-of-the-art logistics centre in Hamburg, Germany, and a worldwide network of local offices and production sites.