

Press Release

B+W Filter introduces new packaging concept for its 75th anniversary

BAD KREUZNACH, June 13, 2022

B+W Filter stands for high-tech filters of the highest class. This is the result of 75 years of experience, know-how and development work. This premium philosophy does not end with the filter but is consistently continued in the packaging. To celebrate this year's anniversary, B+W Filter is introducing its new packaging concept.

Starting now, B+W filters will be available in a high-quality cardboard box. The security label adapted to the new standards is located on the side of this box (we already reported in April), which can be used to check the authenticity of the filter on the Schneider-Kreuznach website. Simply scan the QR code inside the packaging, enter the 6-digit verification number and be sure that you have purchased an original B+W filter.

However, the highlight of the new concept is first discovered when the box is opened. From now on, all B+W filters will be delivered in high-quality cases made of genuine leather. The leather cases not only protect against scratches and dirt but can also be reused for storage and transport. A stylish accessory for all photographers in everyday life.

For a quick and targeted access to the right filter, the fine leather pouches are provided with a viewing window on the back for labeling. The new packaging will be rolled out gradually from now on.

About the Schneider Group:

The Schneider Group is specialized in the development, production, and manufacturing of high-performance lenses as well as filter systems for the photo, film, and industrial sectors. The main brand "Schneider-Kreuznach" stands for leading technology from Germany for decades. Our applications in industry include optical inspection and 3D measurement. In the film industry, we have won the Scientific and Technical Award (so-called „technology Oscar“) several times with our products, and photographers appreciate our B+W filters. The Schneider Group includes Jos. Schneider Optische Werke GmbH, founded in Bad Kreuznach in 1913, the subsidiary of the same name in Singapore, and the companies Schneider Optics (New York, Los Angeles), Schneider Optical Technologies (Shenzhen) and Schneider Asia Pacific (Hong Kong). The Schneider Group employs around 500 people worldwide, 315 of them work at the German headquarter. headquarter.

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