schilling

WE GROW PUBLISHING

COMPANY PROFILE

schilling

YOUR SUCCESS IS OUR SUCCESS

Schilling is the leading Scandinavian provider of highly specialised software and know-how for the publishing industry. We grow publishing in partnership with our customers and supply the industry with innovative thinking and turn-key solutions. Successful delivery is not enough – our goal is to deliver success to our customers.

"It is important to us that we not only deliver on time and according to budget but that we make sure your organisation adapts to a new and better way to work. For us it is all about the advantages you can gain to make your business grow and handle the challenges of the future."

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WE GROW PUBLISHING!

Our trademark is our know-how, our employees, and the added value we create for our customers. Schilling develops and supplies the publishing industry with management consulting and innovative turn-key solutions.

Our know-how is all about innovation based on knowledge, personal integrity, and strong process management focused on enhancing our customers' business. Schilling employees are second to none in the industry – that's why we hired them.
Our customers are high-profiled leading publishing companies within the Scandinavian market. Most of them have been with us for the past 10 to 20 years.

We represent more than 40 years' experience in creating successful business. We are situated south of Copenhagen, only 15 minutes from the city centre and Copenhagen Airport. In the past four decades we have managed to build a company known for its attractive work environment and its ambitious system developers with a vast knowledge of the publishing industry and a burning desire to make a difference.

Our core competence builds on close relations with each and every one of our customers and is based on the unique Scandinavian "Schilling Model", which means that our customers get more than agreed upon. We help publishing companies improve their bottom line. Our model represents more than the average ERP and publishing suppliers and consultants. Successful delivery isn't good enough. Our aim is to deliver success – to grow publishing, because this is what the industry needs. The success of our customers is our success.

One example is our unique service update agreement which keeps your solution up-to-date and adapted to the technological development and gives you new functions in the latest version of the system without extra cost. Another example is our "round tables" in which we share knowledge with key opinion leaders of the industry. We can't get smarter without picking the brains of the sharpest minds in publishing and related industries. Without knowledge we are unable to keep our promises.

Our work revolves around our core, the Schilling staff. Schilling is to a great extent based on knowledge – that's why most of our employees hold a Master's degree from leading universities or have earned their position through experience in the publishing industry. It is a Schilling virtue to hire only the best – and make them even better.

But our first, last and everything is our customers. We grow publishing – in partnership with them. It is of the highest importance that we succeed in enhancing our customers' businesses with our know-how and innovative turn-key solutions. Our relations with our customers go beyond the traditional customer/supplier relationship. We grow solutions, and the whole industry grows together. We are proud to say that our customers are among the largest and healthiest publishing houses in Scandinavia. And we are equally proud to say that within the next few years we aim to offer the publishing industry in Europe and the rest of the world the same opportunities to improve their businesses.

Publishing houses have been made more profitable through our contributions that make handling royalties, rights, logistics, editorial work, production, and sales more efficient. We make sure that our educational business arm serves to update the expertise of employees in the publishing industry through our tailor-made courses.

SCHILLING GOES GLOBAL

After several decades of being Scandinavia's leading provider of software solutions and management consulting to the publishing industry, we are taking the next step towards bigger markets.

Over the next few years, the lion's share of the revenue of our globally oriented company Schilling will no longer only come from Scandinavia.

Our next major challenge is to provide companies in the rest of the world with the same opportunity to optimise their operations through our competencies and insight into the publishing industry, as the industry in the Scandinavian countries has had for decades.

"We feel that now the time is right for us to consider the changing value chain in publishing and the digital age. Over the years, our skills have improved in step with the increasing demands for efficiency that publishing companies in the Scandinavian market have been subject to. During this period, we have watched our key customers grow – and we have grown along with them. Many of our customers have successfully developed to a size that places them among the largest publishers in the world. If we can boost their business, we can also offer the same advantages to the rest of the publishing world," explains Poul Schilling.

Corporations are like countries

Establishing a position worldwide requires a new vision, new realisations, and new goals. While we have established the Schilling brand in Scandinavia country by country over the past few decades, the consolidation of the publishing industry internationally is now so vast that it does not make sense to talk about winning countries.

"We need to focus on approaching corporations the same way we approached countries in the past. And we have so much faith in our solutions and services that we are not afraid to take up the challenge. We will not accept that we have reached our saturation point. We want to be even better at what we do and to make that a basis for growth," emphasises Poul Schilling.

Part of the secret behind our belief that we can succeed in winning the big corporations is the vast knowledge we possess of the challenges that the publishing industry will face over the next few years.

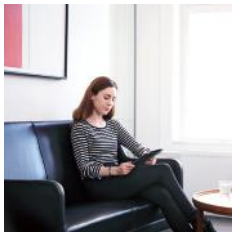
"What we do so well is optimising the processes that apply specifically within publishing – print and digital. This means that we can help companies concentrate on the areas of their operations that create value. Our solutions ensure in a very unique way that publishers can maintain better relations with their authors, actively utilise intellectual property and rights, and manage the entire process from the first thoughts about a publication until the consumers buy it in print or digitally, at the supermarket, in shops, or on-line. Not to mention our service update agreement, which in a unique fashion ensures that our customers have state of the art solutions without extra costs," says Poul Schilling.

As Scandinavia's leading provider of innovative turn-key solutions and know-how for the publishing industry we are ready to write the next chapter in our success story.

"We know the world is changing. That's why we make flexible and efficient solutions that are easy for publishing companies to implement. The industry is also changing – that's why we are agile and often deliver more value than has been agreed upon."

OUR COMPETENCIES
STATE OF THE ART PUBLISHING SOLUTIONS AND INDUSTRY KNOW-HOW

Twenty years of experience in creating effective solutions in partnership with the publishing industry have also resulted in extensive knowledge about every aspect of running a publishing house. As a consequence, we don't just deliver turn-key solutions that apply specifically within publishing. We also make our knowledge available to the publishing industry through a range of consultancy services.



Schilling publishing solutions

At Schilling we realise the need to specialise – that is why we take pride in developing software solutions that are specific to publishing and always fulfil the need of publishing houses to be ready for new challenges in the global arena.

Publishing is changing fast and it is imperative to be ready for change and able to react quickly to the demands of the market. It is therefore extremely important that we are able to deliver solutions that meet any future demand of publishing houses as well as distributors. Schilling is part of the publishing industry, and we carefully monitor national and international developments to keep up to date with the latest trends.

We supply solutions that support business, spur growth, and take advantage of new opportunities, for instance digitisation. An important part of your investment is removing processes that are not generating value and instead focusing on efforts that produce added value for customers, suppliers, and other partners. This type of investment in the right tools can clear the way for bigger profits and larger market shares – and boost the success of the publishing industry.

Consultancy services

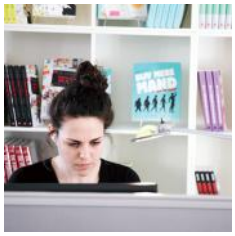
We offer consultancy services with insights into streamlining businesses within the publishing industry. Our services generate value and success for our customers. They are all based on hands-on experience and best practice in their specific areas in order to ensure a well-documented and result-orientated approach to the daily challenges of the publishing industry.

Our consultancy services span from consulting, project management, implementation and workshops, best practice, return on investment in training and maintenance, to a range of support options through every step in a Schilling implementation project – as well as extraordinary support services to help our customers in their daily operations and the training of their employees.

Schilling has contributed to the success of many publishing companies in Scandinavia through many years of experience of making publishing house operations more efficient, commitment, and a global orientation that effectively equips our customers in the publishing industry for the global competition.

OUR COMPETENCIES FULFIL PUBLISHING COMPANIES' NEEDS

Our competencies are the result of decades of striving to become the publishing industry's preferred business partner in know-how and publishing solutions. Our competencies are an important element in reaching our goal to help the global publishing industry improve their core business and value proposition.



At Schilling we have always taken great pride in developing our competencies at a pace that lets our customers in the publishing industry see us as an outstanding partner and as an attractive workplace for the sharpest minds.

Our ability to adapt to the needs of the publishing industry is vital. Doing so requires a thorough understanding of the business.

That is why two decades ago we made the strategic decision to aim our competencies at the publishing industry.

Since then, our skills have improved – and we are now Scandinavia's leading provider of turn-key solutions and consultancy services to the publishing industry.

In order to develop efficient business systems for the publishing industry you need a thorough understanding about the way the business works, the processes that need optimising, and the challenges that need to be addressed in the near future. Consequently, the competencies we have gained from our efforts to develop targeted solutions are so strong that we can use that knowledge to advise our customers how best to set up their organisation – and not just depend on the IT systems that bring order to their daily operations.

Furthermore, thanks to our skills and knowledge, our customers feel our products are spot on when they buy them.

This is possible because we target our competencies at developing solutions that are specific to publishing and that require very little customisation to get them up and running – unlike the general business systems that require a great deal of customisation to meet the demands of publishers for a smooth-running business system.

Curiosity has driven our competency development – and even though our solutions find the widest use in Scandinavia, Schilling supplies solutions that meet the needs of local specialist publishers as well as publishing companies in the global arena.

On the following pages you can read more about the competencies that make us unique.

OUR GOAL IS SUCCESSFUL CUSTOMERS

Competition in the publishing industry is tough. At Schilling we want to keep and expand the leading position we hold today in the Scandinavian market. We also want to establish ourselves in Europe and the rest of the world, growing with our customers and seizing the opportunities that constantly arise in our market along the way.

We have customers in all areas of the Scandinavian publishing industry. We have customers who live and breathe for fiction, national market leaders within educational publishing, customers who make a living from technical books, publishers with a wide scope of products – and specialist publishers who service niche segments.

One of our most important tasks in relation to our customers is to enable them to exploit the opportunities that arise in the market. Every day we work consciously with innovative processes designed to help our customers streamline their operations. The most important innovation takes place every single day when we help our customers identify and address their challenges. We must transform the innovation that takes place in our daily consulting work into new turn-key solutions. And we need to keep an open eye on tomorrow's challenges for our customers.

According to our customers we already do all of this, and we do it quite well.

We have worked with solutions and consulting services designed specifically for publishers for many years, and our focus has always been on the needs and success of our customers.

Many of our customers have accompanied us on this journey for more than 20 years. We have done a good job developing close relations with them based on our professionalism, but also on the fact that our customers appreciate the continuity in our staff, our competencies, and our solutions.

As a result our customers also gain added value through close relations with the Schilling employees who serve them and know their business well.

We believe that the combination of close personal relations, strong professionalism, and dedicated problem-solving is essential to a successful collaboration with our key customers.

Luckily, the vast majority of our customers agree – and on the following pages, a selection of customers will share with you how we have helped them to be successful.

"Effective communication with the authors through Schilling Royalty is part of our strategy towards greater ROI and streamlined operations."

CASE:

SANOMA PRO FOUND THE ANSWER IN DENMARK

Finnish publishing giant, Sanoma Pro, needed a solution that could effectively manage royalties and interact with the company's other systems. They also needed a high-quality system to be implemented quickly and be at the forefront of international developments in the publishing industry. Not an easy task, but the Danish solution provider Schilling was able to deliver.

Like most publishing houses, Finnish Sanoma Pro – part of Finland's largest publishing group, Sanoma – wants to effectively adapt their processes to the market. One of the most complicated tasks in the publishing industry is the settlement of royalties between publisher and author. It is complicated accounting, but ultimately it is also a process that is critical for good relations between authors and publishing companies.

"All publishing houses face challenges. We needed a cutting-edge solution to manage our royalties, and it was important to us that the solution could function in a multi-system environment as this would let us integrate it with the rest of our IT platform. It was imperative for us to find a business partner we could trust and who could understand our needs – as well as deliver very quickly," explains Salla Terho, CFO at the Finnish publishing giant.

Attention turns towards Denmark

After a relatively fast, yet thorough assessment of the players in the market, Sanoma Pro decided to turn their attention to Denmark.

"Everything Schilling told us matched our references. It was clear that their comprehensive knowledge of the publishing industry meant that they would be able to deliver a solution which would be ready for use almost from day one. In view of the time factor, this was very important," Salla Terho says.

Since the deal was made, things have been busy at Sanoma and Schilling. According to Salla Terho this has not affected the quality, however:

"First of all, the Schilling team's approach to the task has been extremely focused and dedicated. In addition to their vast knowledge about the publishing industry and our need for a royalty system that can both settle and ensure interactivity between publisher and author, the Schilling staff have integrated smoothly in our organisation. Throughout the entire process, they kept their focus on solutions. They were even able to look ahead and envisage more demands and challenges on the global publishing arena than just those of today and tomorrow," she concludes.

CASE:

BONNIERFÖRLAGEN MAKES FULL USE OF SCHILLING PUBLISHING

"Implementing large-scale IT projects means encountering challenges along the way. The difference lies in how the supplier tackles those challenges, and I must say that Schilling had – and has – a very far-sighted and solution-oriented approach."

The partnership with Schilling has helped one of Europe's leading publishing groups, the Swedish company Bonnierförlagen, support their business operations. Schilling Publishing is a state of the art solution designed specially for publishers. One key project, digitising the order handling, has reduced lead times, errors, and costs significantly.

In 1997, one of Europe's largest publishing groups, the Swedish company Bonnierförlagen, found themselves with a challenge facing the millennium. The company needed a new IT solution that was reliable and fast to implement, and the job went to Schilling.

"At the time, Schilling was asked to quickly establish a fully operational publishing-related ERP system for one of our smaller publishing houses. If they could do that, then they would have access to future work within the group," explains Magnus Brundin, CFO, Bonnierförlagen.

The next project Schilling was asked to handle was to have a complete system ready by 31 December 1999, which meant that Bonnierförlagen had to be up and fully operational at the stroke of midnight, marking the dawn of the year 2000.

"Implementing large-scale IT projects means encountering challenges along the way.
The difference lies in how the business partner tackles those challenges, and I must say that Schilling had – and has – a very far-sighted and solution-oriented approach. Schilling's employees demonstrate a genuine willingness to get from A to B in the best possible way. And to me, that's one of the keys to the partnership we have with Schilling to this day," emphasises Magnus Brundin.

"At the time of decision our company was looking for an all-in-one IT solution. It was decisive that Schilling's employees knew how to manoeuvre, that they had knowledge of the publishing industry, and that the solutions ensured efficient operations," explains Magnus Brundin.

Same system – yet very different and cheaper
Since the successful transition at the turn of the millennium, Bonnierförlagen has essentially used the same system – and yet not exactly.

"An important aspect of Schilling's updating service is that our system is updated two or three times during the course of a year. As a result, we now have a system that is basically the same system we bought more than ten years ago, but in practice an entirely new system. In line with today's demands, Schilling Publishing is open for secure data communication through modern technology with all the vital IT systems in the book industry, which is a must for a modern publisher," explains Magnus Brundin.

Net sales of the publishing houses of Bonnierförlagen have doubled from the start of the partnership with Schilling. However, the disproportional increase in orders has increased the demand for higher efficiency in the order handling as well as in distribution. The number of orders has actually more than tripled during the same period.

"During that period our IT costs have been stable, which means that for more than ten years Schilling's solution has actually contributed to a reduction in the cost of handling each individual order. We have from 2004 shifted from some 75 % manually handled order lines to less than 10 % in 2010. This has also reduced errors in the registration process as well as reduced the lead time of on average one day in the actual delivery time to the retailers," points out Magnus Brundin.

CASE:

NORSTEDTS GOT THE SYSTEM THEY WANTED

When Norstedts, Sweden's second-largest publishing group and thus one of the largest in Scandinavia, found that service was no longer available for their business system, they began searching the market for a new system to support their business.

"We primarily saw it as a decision to invest. The system wasn't meant as an expense, but rather something that would pay back through smoother processes in our publishing company. We looked at different systems and asked around in the industry. Many people recommended Schilling as the business partner that would be able to give us what we wanted," explains Peder Hagerström, Director of Production and IT at Norstedts.

After having met with Schilling and seen what they had to offer, Norstedts were sure about what they wanted, particularly because Schilling's solutions were much more ready for use than the competitors'.

"This means we now have a system that is more standardised and has fewer specific customisations, and implementing new applications therefore goes faster," Peder Hagerström points out.

Industry knowledge benefits everybody

One of the benefits for Norstedts of collaborating with Schilling is the vast experience Schilling has gained through decades of working with the most important companies in the publishing industry.

"Of course, this means that some of the knowledge Schilling gains from our collaboration will benefit other publishers. In turn, we benefit from other customers' experiences. In the end I'm sure this "give and take" benefits us all," Peder Hagerström emphasises.

Specifically he points to the extreme reliability of Schilling's solutions and services.

"The uptime is very high – and in case of problems the people at Schilling react promptly. I'm convinced this is because they are an organisation where every employee is very good at what they do – and everybody is allowed to take responsibility. Unlike some of the very large suppliers, adapting and changing your products with Schilling is a smooth and easy process," says Peder Hagerström.

All things considered, Norstedts has been very happy with their choice of the Danish supplier of solutions to the publishing industry and consultancy services.

"We now have a product that enables most branches of the company to operate with the same business system, which at the same time supports our business. Also, working with the people at Schilling has been a pleasure. Both we and Schilling have devoted a lot of resources – and we went live right on schedule," says Peder Hagerström.

There is much to do at Sweden's second largest publishing company when the entire portfolio of fiction, professional literature, book clubs, and books for children and young people is to work together with business processes, payments, and revenue. The answer to the company's needs: a unified business system from the Danish solution provider, Schilling.

"The collaboration with Schilling has been exemplary. Undoubtedly this is because Schilling has a short chain of command and decision-making rights on many levels."

OUR EMPLOYEES ARE THE CORNERSTONE OF OUR SUCCESS

Our employees are the key to our success and to ensure that our customers achieve success. Schilling employees are characterised by high professionalism, bright intellect, extensive industry experience, and an understanding that competition in the publishing industry is intense. At Schilling we want to keep and expand the leading position we hold today in the Scandinavian market. We also want to establish ourselves in the rest of the world, seizing the opportunities that occur in our markets along the way.

Our employees make up the backbone of Schilling. Without them, we would simply not have anything to offer our customers. Our solutions are created by our employees; their minds are our competencies. Thus, the success of our customers' use of our solutions and services depends entirely on our employees.

Innovation is one of the most commonly used concepts in the Western world. But even though it has become somewhat worn by overuse, we have no problems with it. And we are certainly not afraid to call our staff the most innovative employees in the industry. Innovation does not come from nothing. Innovation is the result of a combination of strong professionalism, high intelligence, healthy curiosity, and the ability to think beyond habits and dogmas. We feel this is a fitting description of our employees. And this is also the response we receive from our customers.

Now, it is not always a good idea to share all one's trade secrets – however, we are happy to share with the world the secret behind the extremely high quality of our staff. Our strategy is to hire only the very best. And then make them even better. Our staff comprises graduates from the best universities as well as people with many years' experience in the publishing industry. This is the perfect combination of knowledge and experience and has produced fantastic results.

We are proud to have employees with a clearly defined success criterion: to generate value for our customers. This would not be possible if we did not have the ability to both attract and retain the very best in the business. The composition of our staff is characterised by very high seniority. In our customer relations, it is vital that we can assemble a team that is both talented and extremely well-acquainted with our customers, their solutions, and their needs – often before they themselves realise what they are.

"One success criterion for me is the number of publishers who can say that Schilling's solutions have made it easier and more profitable for them to publish and sell books without affecting the quality of the content."

EFFECTIVE STREAMLINING IS THE KEY TO SUCCESS

Helping publishers streamline their operations and business is the key to the industry's survival. Schilling's long history and experience in the publishing industry are doing just that.

Being a supplier to the publishing industry comes with a great deal of responsibility. One of our primary functions is to advise customers on the best way to plan their work, using our excellent systems and solutions to manage extremely diverse functions. However, in order to utilise the systems even better, it is important that publishers design their workflow around the systems in the right way.

In an industry that has seen many challenges in recent years, we know that Schilling can make an even bigger difference than has been required in the past. Our objective is to help our customers achieve success in an industry that is facing its biggest challenges since the day of Gutenberg.
For example, consolidation in the retail sector and digitisation are very important factors. Our job is primarily to help make operations more efficient so that publishers can continue to deliver their core services to consumers in a profitable manner.

Industry knowledge is important
Not all industries are alike, and we believe that the publishing industry is one of the sectors where knowledge of the trade is most important.

There is a long tradition of editors 'owning' the publications. For many of them, their books and other publications are their babies. And we all know the strength of the bonds that develop between parents and their children. When it comes to publishing, you should never take too technocratic an approach to the task. We have to remember that there are people involved and that they can be very enthusiastic about their products.

We view Schilling as one of the key pieces of the puzzle that will help ensure the publishing industry's continued success in a rapidly changing world.

We can help publishing companies tackle the challenges. Don't forget – everyone predicted the death of the music publishers, but they're still here. With us, the path from idea to action is short, and that is important when servicing our existing customers as well as our international customers.

OUR SALES DIRECTOR LIVES AND BREATHES FOR OUR CUSTOMERS

When the publishing industry thirsts for knowledge about how they can make their business more efficient, maintain a better dialogue with their authors, or obtain an even better overview of all the phases that a book goes through, it is usually Sales Director at Schilling, Jesper Schilling, who gives them the information they need – often before they realise they need it.

"I think an important part of working for Schilling is our dedication to the assignments and our customers. That's why we are at the forefront with know-how, sparring, and solutions that can help publishers be even more efficient," says Jesper Schilling.

"For me the important factor is the corporate culture, which is characterised by mutual loyalty and high seniority. Because the employees have generally been associated with Schilling for a very long time, they have a thorough understanding of the solutions, processes and, especially, customers," explains Jesper Schilling.

This high seniority is one of the strengths that make a Schilling employee an invaluable resource in relation to the customers.

"It stands to reason that an employee who has had the same customer for more than ten years possesses unique knowledge that makes him or her exceptionally effective in relation to providing the customer with the best possible service," according to Jesper Schilling.

For a sales director at a company which is on the verge of conquering the world but which also wants to service its existing customers, the staff composition is something of a 'dream team'.

"Of course, Schilling employees differ, as all people do. And professionally, there are different cultures because the staff comprises programmers, consultants, sales representatives, etc., and we all have different ways of working. However, in some areas we are very much the same. We are all dedicated to our work and proud of what we do," says Jesper Schilling.

The customers' man

When Jesper Schilling gets up in the morning, he is driven by the knowledge that he is helping create value at many different levels.

Value for the company, value for his colleagues, and value for himself.

"But most importantly, I know that I am helping improve our customers' business. For me, it's a privilege to have the opportunity to help a large number of excellent publishing companies streamline their processes so they can concentrate on what they do best: communicate content to their customers," concludes Jesper Schilling.

When Sales Director Jesper Schilling arrives at work, it is the needs of the customers that occupy his thoughts and influence his actions.

"It is vital for us to understand not only the customer, but the entire industry. In the close-knit community of publishing, close relations are essential."

SOLUTIONS AND SERVICE TO GROW YOUR BUSINESS

Learn more about our services and solutions at www.schillingpublishing.com

Schilling Publishing Solution
A solution designed to support the entire process behind publishing and distribution – print and digital. A software solution that takes your business to the next level providing a total overview, quality, and efficiency in your daily work with publishing content, local or global.

Schilling Contracts, Rights and Royalty
We provide a solution that enables you to manage all your contracts, rights and royalties regardless of complexity and media. Schilling Contracts, Rights and Royalty ensures your ability to optimise contractual obligations, automate contracts and royalty processes, increase utilisation of your rights and sales opportunities, and thus establish closer relations with your authors.

Schilling Publishing Lifecycle Management
Helps you develop products and turn content into business with a total overview of the entire publishing lifecycle and financial calculations of profitability. The solution provides you with a single point of entry for all product/title-related information which guarantees transparent planning, information sharing, and successful production. With Schilling Publishing Lifecycle Management you will be able to plan, manage, and market your complete print and digital product portfolios.

Schilling Publishing Portals
Our publishing portals enable you to fully integrate your on-line business, offering value-added services through for example the Schilling Author Portal. With the author self-service portal you strengthen your relationship with your authors by providing better service, sharing information, and having on-going communication about sales, settlements, payments, negotiations, etc.

Business Benefits through Publishing Best Practices
Do you know the profitability of potential titles before you sign author contracts? Are you increasingly requesting a customer-centric approach to publishing management? Our consultants' services start with a return on investment calculation which is used to 1) serve as tangible project goals, and 2) evaluate the success of the project. Thus, we embed business intelligence that allows for continuous monitoring of business improvements long after project delivery.

Implementation Services
Successful delivery requires strong project management capability and a keen focus on realising business benefits.
Schilling consultants have in-depth publishing knowledge and the skills to deliver on time and on budget. We work with our customers to analyse the business benefits and ensure that key deliverables are embedded in your company before the consultants leave.

Educational Services
Reaping the benefits of using the best in operations and business processes requires an organisation that is enabled beyond traditional classroom training. Hence, Schilling consultants assist in creating a competence map and individual training plans, which ensures that all key personnel are equipped to realise the business benefits. We use on-line and on-site training to save time, we assist during go-live, and we do not leave until our customers are certified and capable of getting the full value out of the system.

schilling

Baldersbækvej 24-26
DK-2635 Ishøj
Denmark
Tel: +45 70 27 99 00
Fax: +45 70 27 99 10
schilling@schilling.dk

www.schilling.dk