

FLYERLINE SCHWEIZ AG ENTERS INTO EXCLUSIVE PARTNERSHIP WITH PROBO – EXPANSION OF SOFT SIGNAGE RANGE AND CLEAR STRENGTHENING OF SWITZERLAND AS A PRODUCTION HUB



Altnau, 26 November 2025 – Flyerline Schweiz AG, one of Switzerland's leading online printing companies and packaging manufacturers, has entered into a multi-year exclusive partnership with Probo for the Swiss market. Flyerline will additionally receive distribution rights for Germany and Austria in order to expand its soft signage range internationally and tap into new market segments.

Flyerline strengthens Swissness and industrial expertise

Flyerline produces more than 98% of its products in Altnau (TG) – including packaging, POS displays, mailings, large-format printing, flexible packaging and wide array of printed matter. The company's high level of vertical integration, an in-house Product Development department, graphic design services and comprehensive logistics services make Flyerline one of the strongest production sites in the Swiss printing and packaging market.

Another advantage: Flyerline has been successfully exporting high-quality Swiss products to the EU for years. This both underscores the international competitiveness of Swiss production and strengthens Switzerland as a hub of industrial added value.

Exclusive access to one of Europe's broadest ranges of soft signage products

The partnership gives Flyerline exclusive access to one of the most comprehensive soft signage portfolios in Europe, boasting more than 280 materials and a very wide range of configuration and application options. This will give Swiss corporate customers, agencies and resellers access to a much larger range of textile advertising solutions in future – with Swiss support, advice and quality standards.

Soft signage will become a new strategic area of expertise at Flyerline, which will be building on its existing strengths in product development, production, fulfilment and customer-specific procurement processes.

Custom procurement portals as an additional service

Flyerline already offers companies and resellers individual web-to-print and procurement portals that enable CI-compliant order placement as well as the personalisation and management of printed matter, POS materials and packaging. These portals are now adding soft signage and will help corporate customers purchase all their communication media efficiently and in a centralised manner.

Swiss reseller programme created for soft signage

Alongside the expanded product range, Flyerline is also launching a new Swiss reseller programme for soft signage. With it, Flyerline aims to actively incorporate additional partners, printing companies and agencies in order to jointly tap the broader market for textile advertising solutions – based on knowledge of Swiss markets, local roots and short response times.

Clear signal for customers and the Swiss economy

Through this partnership, Flyerline will be combining Switzerland's industrial strength as a production hub with one of Europe's most comprehensive range of soft signage products. What this means for Swiss and international customers:

- larger product range
- greater flexibility and speed
- Swiss quality standards in advice, service and implementation
- a strong, locally based point of contact
- international reach thanks to export and distribution rights

What Steffen Tomasi, CEO of Flyerline Schweiz AG, has to say about it

"This partnership is an important strategic move. We're combining Flyerline's industrial power and Swissness with one of Europe's broadest ranges of soft signage products. Our customers will benefit from more variety, greater speed and strong Swiss support – now and in the future."

About Probo

Probo is one of Europe's leading manufacturers of large-format printing and soft signage. With around 650 employees, a production floor of over 50,000 m² and a range of more than 280 materials, Probo offers one of Europe's most comprehensive product portfolios – including textile advertising solutions such as textile frames, backlit and black back fabrics, textile banners, stenter frames and trade fair systems as well as complementary products from categories like panels, foils, banners and POS. In its capacity as a pure reseller/producer, Probo works exclusively with partners from the printing and advertising technology industry and combines a high level of automation with high material availability and fast production.

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