



## Storopack Press Information February 2015 Packaging Division

Storopack is a specialist in the field of protective packaging. Its product portfolio encompasses both customized and flexible packaging systems and their integration into customer packaging processes. The services provided by the internationally active company group based in Metzingen (Germany) are performed by the two divisions Molding and Packaging.

The Packaging Division offers flexible protective packaging systems encompassing air cushions (AIRplus®), paper pads (PAPERplus®), PU-foam-in-place packaging systems (FOAMplus®) and Loose Fill (PELASPAN® and PELASPAN® BIO) packaging materials. It supplies demand-driven equipment solutions covering everything from single workstations through to the design and implementation of packaging lines integrated into a company's intralogistics and equipped with manual, semi- and fully automated infeed packaging systems. Specialized application engineers of Storopack ensure that the entire work flow takes place in keeping with economic and ergonomic principles (working comfort) in order to constantly improve the customers' protective packaging process. The Packaging Division is represented by locations in North America, South America, Europe and Asia. The products are available through dealers in over 40 countries.

### Storopack acquires long-term trade partner Alternative 1999 s.r.l. Strengthened presence in the Italian market

*Metzingen. Effective on January 1, 2015, Storopack, specialist in protective packaging, acquired 100 percent of the shares of an Italian company Alternative 1999 s.r.l. Alternative was founded in 1999 in Italy. From the beginning; Alternative was trade partner for the distribution of PAPERplus® paper padding, AIRplus® air cushions, and FOAMplus® foam packaging systems since 2008. With the acquisition, Storopack now has its own subsidiary in the Italian market, thereby improving access to local customers with its protective packaging solutions. Over the next few weeks, the company name will also be changed to Storopack Italia s.r.l. as part of the integration.*

The company's offices and service center are located in Cento, near Bologna. In 2014, Alternative achieved total

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sales of close to six million euros. And this year, Storopack expects to further increase in sales.

Company founder - Andrea Salustro has successfully managed the company since 1999. Andrea will assist Storopack during the company's integration into the corporate group and will continue to be responsible for activities in Italy.

"The main objective of the acquisition is to increase the market share of our AIRplus®, PAPERplus® and FOAMplus® protective packaging solutions," explains Birger Johnsen, President of Storopack's EMEA Packaging Division. "The strengthened presence, along with our well-established sales team, creates the platform for higher growth potential, stronger market positioning as a supplier of protective packaging and system solutions in the Italian market.

Storopack, which is based in Metzingen, Germany, is a group of companies operating around the world. The family business was founded in 1874. Today, the Packaging Division is represented with offices in Europe, North America, South America and Asia. Through trade partners, Storopack products are available in over 40 countries.

Further information can be found at [www.storopack.us](http://www.storopack.us).

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### **Storopack in Italy: the product range**

- Thanks to the wide range of PAPERplus® paper padding systems, almost any protective packaging task can be efficiently addressed with paper padding. The PAPERplus® product line includes a wide selection of paper-based packaging systems – from light filler for cavities, through to strong padding for reliable in-carton protection during transport of small, medium, large and even heavy items.

PAPERplus® is characterized by an above-average cushioning effect, wrinkle techniques that ensure maximum material utilization, as well as high availability through sophisticated tool technology.

- The AIRplus® product line offers a wide selection of air cushions for filling, padding, wrapping and bracing. This opens up a variety of possible applications for the protection of goods in packages.

The AIRplus® line encompasses four types of machines designed for different packaging processes. Customers can count on solutions that are perfectly tailored to their specific needs. Air cushions are available in three film types, which all feature the same high quality and outstanding mechanical properties.

- The FOAMplus® foam cushioning flexibly adapts to any shape, effectively minimizing any adverse impact of transport on packaged goods. The foam cushions are lightweight, yet extremely impact-resistant and durable.

The FOAMplus® foam padding system includes two types of machines: a foam-in-bag system and a system for direct foaming.

**Flexible protective packaging solutions from Storopack**



With a view to continuously improving the productivity of the protective packaging process, Storopack is looking at four protective packaging solutions:

- 1) "in-the-box": the best and most effective protection in a box
- 2) "into-the-box": the most efficient and ergonomic way of placing the protective packaging into a box
- 3) "around-the-box": the physical and digital integration of the protective packaging process into intra-logistics, taking account of a requirement-orientated automation solution
- 4) "out-of-the-box": the positive unpacking experience

The appropriate key questions (chart) capitalise on all the relevant resources. This holistic approach is part of an ongoing process, and leads to the comprehensive and continuous optimisation of the customer's protective packaging process - with "Perfect Protective Packaging" being the aim.