

IMPULSE

Flexible Packaging

**Tube pioneers –
new specification
for tube laminate**

Acquisition of Positive Packaging

Pharmapack and Packaging
Innovation – our trade-fair
highlights

Dear readers,

“Helping great products reach more people, more easily”

With this goal we have strategically aligned our company for the future. In our “Flexible Packaging” division we have strengthened our position considerably through the acquisition of Positive Packaging. With the Positive Packaging production sites in India, the United Arab Emirates and Africa we are expanding our presence in the growth markets of India, Africa and the Middle East. But our new locations also provide us with new opportunities in Europe, with a range of additional technologies and an attractive cost structure. We look forward to presenting our larger product range to you through our sales team.

An innovation in the area of tube laminates is another highlight in this issue of Impulse. We have developed a new specification that achieves special visual effects in the laminate itself. This opens up a range of possible new applications, particularly in the cosmetics industry.

I wish you an enjoyable read,



Carsten Grams
General Manager Sales & Marketing
Flexible Packaging Europe



Acquisition of Positive Packaging

Even more know-how and diversity

The acquisition of Positive Packaging was completed at the end of January. This underscores Huhtamaki’s growth strategy and significantly strengthens its position in the fast-growing emerging markets of India, Africa and the Middle East.

Overview of Positive Packaging



- 2500 employees in nine plants
 - Seven sales offices, the majority in Africa
 - Six factories in India – including one of the largest factories for flexible packaging worldwide
 - Three factories in the United Arab Emirates – including a brand-new factory
 - Annual net sales of 220 mill. euros
 - Expertise combined under one roof – from pre-press and cylinder production to high-quality rotogravure and flexo printing through to converting
- In one of our next Impulse issues you can find out about other benefits for you resulting from this acquisition.



New factory in the United Arab Emirates



Tube pioneers

New specification for tube laminate

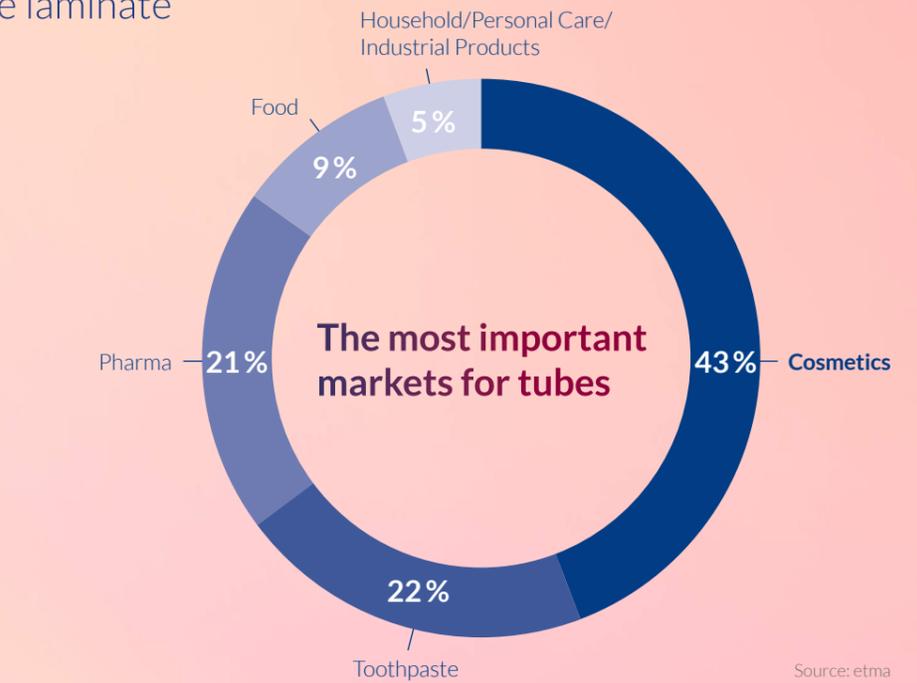
We hold it in our hands every day but most of us don’t know anything about its origins. Or did you know that the laminate for four out of five toothpaste tubes in Europe is produced by Huhtamaki Ronsberg? Our leading market position is the result of many years of development and production experience as well as our constant quest for improvement. Now we have made it our objective to become the pioneer and leading producer of tube laminates across the entire cosmetics industry, too.

Cosmetics packaging: more than just a pretty casing

Cosmetic products and tubes: this is a real success story. Today, the cosmetics industry is still the most important market for tubes. Forty-three per cent of all tubes produced in Europe are for cosmetics companies. The most important revenue generators are hair dye, skin-care and hair products, soap and shaving cream. In the cosmetics sector, in particular, packaging has a strong influence on a customer’s decision to purchase or repurchase a product: reason enough for us to work flat out on further developing our tube laminates.

Huhtamaki at CosmeticBusiness in Munich

We will be at CosmeticBusiness, the international trade fair for cosmetics companies and their suppliers from 10 to 11 June 2015 in the MOC Munich, and look forward to introducing you to our innovative laminate-tube product concepts. Discover the many possibilities of our laminate tubes in the demanding Beauty and Bodycare segment. We will also be presenting a new laminate for the first time at the trade fair. The laminate boasts special visual effects while retaining its excellent properties such as being sealable and suitable for automated processing. The



laminate is available with or without a barrier, making it extremely suitable for sensitive contents, too.

At our stand you will of course also find our broad product portfolio for the Health, Beauty and Bodycare segment. Whether silver, white, transparent, shiny or matt: the wide range of laminate effects contribute to the unique quality of your product.

We look forward to seeing you at the CosmeticBusiness trade fair. You will find us in Hall 2, Stand 17.





Our third time at Packaging Innovation in Birmingham

Packaging innovation

Stronger together

We had some exciting new products for the international market ready to present during our third visit to Packaging Innovation in Birmingham at the end of February: besides Easy Tear Everywhere™ and Integrated Reclose®, our extrusion laminate was once again a visitor magnet.

A new development this year was that we presented ourselves as a global specialist for food and drink packaging together with our colleagues from Molded Fiber and our new colleagues from Positive Packaging. The acquisition of Positive Packaging meant that we could offer prospective clients an even bigger product portfolio of flexible packaging solutions and thereby improve our opportunities for growth. We were delighted by the high level of interest, which also reinforced our desire to attend the trade fair again next year.

Thank you for your visit!

Pharmapack

Our fifth time at the trade fair

The Pharmapack Europe trade fair, which took place in Paris this year, is one of the most important trade fairs for packaging for the pharma industry. This year Huhtamaki attended the trade fair for the fifth time and could present itself as a reliable and innovative partner in the area of flexible pharma packaging.

Among other things we presented solutions that are child-resistant and senior friendly, as well as alternatives to Barex®, laminates for strip packaging, stick packs and sealed-edge flat pouches as well as high-barrier foils with peel-off or thermo-form options. Over the two days we met with over 50 contacts, including the leading global pharmaceutical companies, making the trade fair a great success for us and underscoring Huhtamaki's market position in the field of flexible pharma packaging concepts. We had many conversations with existing as well as new contacts, with whom we had the opportunity to discuss ongoing projects or enter into new cooperations.

We look forward to seeing you again at the 2016 Pharmapack!



Welcome to our trade fairs –
we look forward to your visit!

MASTHEAD



BusinessCosmetic in Munich 2015:

You will find us in **Hall 2, Stand 17**
from 10 to 11 June 2015



Fachpack 2015 in Nuremberg 2015:

You will find us in **Hall 9, Stand 9-653**
from 29 September to 1 October 2015

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