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Superfos – Company Profile France

Packaging creates preferences for brands

Market-oriented production, focus on product development and marketing supported by a pan-European organisation provide the strong platform for future growth of packaging manufacturer Superfos and its customers

Over the past 30 years, packaging manufacturer Superfos has developed and refined its expertise in packaging design and production for food and non-food products. Today, Superfos is a market leader in Europe developing superior packaging solutions for leading food and non-food brands worldwide. A market-oriented pan-European organisation and product range form the platform of Superfos.

Hub of production in France

As one of the largest markets, France functions as Superfos' hub in Southern Europe, with two high performance factories that excel in innovation in both production as well as decoration of new packaging solutions. Sales Director Roland Gabriel from Superfos tells:

"By focusing on our pan-European approach to the market, we meet our customers on their premises, with international know-how and capacity as well as local insight and representation. Being close to our growth markets is of key importance for developing solutions that help our customers meet modern consumer demands."

Increased capacity for growth

To match recent market development and growth potential in Southern Europe, Superfos has increased production capacity in France in 2006.

"To secure delivery service and quality for industries in Southern Europe, we have just completed an extension of our existing plant in La Genète. The factory now consists of 15,000 sqm production area and top-tuned production set-up and layout with an additional 13 injection moulding machines and a new automatic feeding system." Says Roland Gabriel and continues:

"The expansion is a direct result of a focused effort to expand the market for larger containers from our factory in La Genète by applying market knowledge to its product, production and decoration know-how."

"Also, our factory in Besançon, which focus on smaller containers primarily for the food market, experiences a positive market development. The factory is market leading in decoration of highest IML-quality," ends Roland Gabriel.

Further information:

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Superfos develops and produces user-friendly plastic packaging of high quality for the products that people use every day throughout their lives, whether it be food, dairy products, health-care products, cosmetics, oil and paint etc.

With 11 productions facilities in Europe and one in the United States, the company has an annual turnover of approximately 355 millions EUR and 1,600 employees. Superfos Industries is controlled by the Industri Kapital 1997 Fund (67%) and Ratos AB (publ.) (33%)