

EDITORIAL

Focus is maintained



In the face of one of the world's most violent economic crises since the 1930's Procap is staying on course. Our Group is continuing its business development policy and increasing its business locations in the Baltic countries, in Spain and even in Germany. Regarding innovation, Procap has launched two new specific products that meet the needs of our customers. «Dropless» closures have been designed for the edible oil industry, while the «Greencap» range demonstrates the Group's innovation capability. Procap has also acquired new production capacities with the expansion of the Budapest and Wiltz sites. Our research and development centre has also benefited from major investments. Finally, the acquisition of Macfarlane Plastics in Ireland and Elocap in Luxembourg reinforces Procap's geographic presence and its product range. ■

Yves Jozefiak
Sales and Marketing Director



The new Procap plant in Ireland



PROCAP, a «major» PLAYER IN

In buying Elocap Lux and Macfarlane Plastics, Procap has consolidated its position and underlined its status as a «major» player in Europe.

The first step of this restructuring in Europe was the purchase at the end of 2008 of Elocap Lux, located in Rodange, in the Grand Duchy of Luxembourg. This allowed Procap to acquire an Elocap exclusive, two-component closing systems for cartonboard packages. The consequence of this acquisition is that production was transferred to Wiltz, where a new production hall and increased warehousing had been built to accommodate this transfer. Thus Procap created a new plant designed for large production volumes. It also acquired the technical expertise for this type of solution.

In Ireland, Procap acquired Macfarlane Plastics based in Newtownmountkenny. This company primarily produces snap-

caps and measuring scoops for the baby food sector.

THE STRATEGIC SNAP-CAPS SECTOR

It is also specialised in plastic closures for the food and chemical industries. In 2008, the company posted revenues of more than 9 million euros with 38 employees. MacFarlane Plastics is an additional asset for Procap's development in the strategic snap-caps sector. It is also an opportunity for the company to confirm its European influence. ■

THE FIGURE

18,000 m²

Today the Wiltz plant
has a production area
of 18,000 m²
with 85 employees.



In a GROWTH PHase



From the Baltic countries to Germany and Spain, Procap continues to grow and expand its network of agents in Europe. Customers benefit from an increased local presence and responsiveness.

Look towards Eastern Europe. Procap Duna has considerably expanded its portfolio in central and eastern Europe. With the support of new agents and distributors, companies like Zvijezda, Lithuania Neptuno, Plasteksus, German zrt, Veeko, Zemaitios Pineas, Tikras kelias and Eurocollant have chosen Procap solutions. Procap Duna supplies different industries, including edible oils, drinks, motor oil and even food. For example, in Bulgaria where Hristo Stoyanov's work is paying off with a turnover of half a million Euros in less than one year. Under his influence, Procap occupies a dominant position in the Bulgarian market where four products make the difference: 28 mm child safety caps, 28 mm Pharma caps, 38 mm caps for petrochemicals and food closure systems. «The key in business is confidence,» acknowledges Hristo Stoyanov.



Procap's representative in the Baltic countries is Gediminas Paukštė. He has extensive professional experience in marketing and company organisation. For more than 10 years he worked for multinationals in Lithuania as a

manager of sales, marketing and customer service. His main activity now involves identifying and developing new markets in the Baltic countries as well as Poland and Russia.

a REAL CHALLENGE

In the German speaking countries of Austria, Switzerland and Germany, Mike Kopp leads Procap's development. This is a real challenge as these three countries constitute a vast market and offer promising opportunities. But the companies must also cope with particularly stiff competition, especially from discounters and the exporters.



Commercial successes

«Today more than ever, our customers have to be able to count on reliable suppliers capable of supporting them at all levels,» explains Mike Kopp. «As a matter of fact Procap is able to mobilise all of its resources to point customers towards the most effective cap solutions and offer technical support to implement the changes». ■

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Spain, SETTING STANDARDS IN THE MARKET



The Procap plant in Llagostera

In spite of the economic crisis that is severely affecting consumption in Spain, the Procap Group is maintaining and even improving its results in the Iberian Peninsula. The key to this success is the acquisition of new customers and the development of new products.

For example **Abbott Laboratories** has turned to Procap for plastic closure systems. Procap has also won over professionals from the agrochemical industry including **Reckitt-Benckiser** and **Sipcam-Inagra**, both well known in their respective markets. Not forgetting the food sector, including **Mercaoleo** and **Coty Astor** in the cosmetics sector in particular for the development of new caps. These comprise many significant projects in a standard-setting market.



FOOD PROCESSING EXPERTISE

New partners have chosen Procap solutions. The Villefranche cooperative, concerned about the quality of its fresh products, has turned to the Proflex 38 for its micro-filtered milk. The Meix cheese dairy has also chosen the Proflex 38 for the development of its new long-

life organic milk. Bardinet made the same choice to package its whisky in PET bottles.

As for Soultzmatt, it decided to use the 28 mm Spark 1 cap to preserve the taste and freshness of its flat and sparkling mineral waters. Routin chose the CV29/21 for its fruit cordials. Cabanon, specialised in tomato processing, chose the Flip Top 33 to package its ketchup.

The Alcan group's blow-moulded plastics division has also chosen this product. Finally, the fresh dairy products leader in Switzerland, Emmi, has chosen Proflex 38 to launch a new smoothie that helps improve cholesterol.



STRATEGIC SUPPLIER

The producer of «Spadel» mineral water has chosen Procap as its strategic supplier for the 30/25 high-neck caps used on the famous «Spa Reine» brand. Procap's advantages include proximity to the bottling site, the shared values of a family enterprise and a long-term vision of caps for drinks. The Spadel group is the undisputed market leader in mineral waters in the Benelux.



CLOSE PARTNERSHIP

Procap continues to pursue its successful strategy in the European drinks market. Refresco, a leading manufacturer of non-alcoholic drinks and fruit juices, has decided to establish a close partnership with Procap. In response to Refresco's strong growth, Procap has made significant investments in its production capacity for plastic caps, especially adapted to high-speed filling lines. Moreover, Procap guarantees a secure supply based on its multiple production sites.



PROCAP as «CONQUISTADOR»

More than 130 business contacts, including 80% new prospects and more than 25 multinational or high-level national companies: total success for the 2009 edition of the Hispack tradeshow in Barcelona.

This food technology tradeshow has become an essential rendezvous. It is here that the new packaging industry trends take shape. The 2009 edition highlighted essential equipment, materials and services for more efficient and more innovative packaging consistent with sustainable development. More than 1,000 exhibitors were present in Barcelona, professionals from the food, pharmaceutical, chemical and cosmetic industries. This number underlines the importance of packaging and technology in Spain in the food area.

THE OBJECTIVES WERE MET

The fact remains that the crisis also affected the show and a few big names in the packaging sector were absent. Procap was very definitely present and exhibiting for the first time. The marketing and sales investment was considerable. In this way Procap demonstrated its determination to conquer the Spanish market. Several visitors and exhibitors congratulated Procap for the excellent design of its stand. An intense week therefore, crowned by more than 130 business contacts, including 80% new prospects and more than 25 multinational or high-level national companies: The objectives were met: promote Procap's image in the Spanish market as the main manufacturer of plastic caps. Visitors were able to discover the quality of Procap products and the professionalism of its teams. Promising for the future...



INTERNET

Online CONTINUOUSLY

Procap's website has been redesigned. The idea was twofold: to make it easier for web surfers to browse the site and to give an overview of the Group's activities. All key information can be accessed from the homepage. The style is simple and the layout attractive. The site also offers a corporate video presentation of the Group. The information concerning plants, products and customers is updated regularly. Newsletters and brochures are also online. Even better, the Procap site offers the possibility to submit job applications online. The site offers interactivity at all levels.

www.procap.com



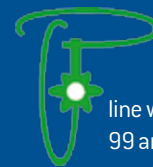
News in BRIEF

OIL FILL-UP



Princes Limited has selected Procap to supply one-piece hinged caps for its line of seed oils packaged for the retail trade. Every year the company fills millions of one-litre PET bottles for supermarkets in the United Kingdom. Procap managed to produce a cap with a top quality tamper evident band, capable of reducing all current problems of functionality. Procap worked closely with the manufacturer of the capping equipment to provide new capping heads specifically for the new closure.

La LEADING BRAND



Number one in the European overcap market, Procap has enhanced its «Procap Green» line with two new variants: the Green 99 and the Green 127. These solutions meet and even exceed the market expectations due to their lightweight (new injection process) and reduced energy consumption (electric press). Moreover, they ensure exceptional application reliability on the line (no deformation and assured dimensional stability). The line will be available at the beginning of 2010.

GUARANTEED CLEANLINESS

In the edible oil sector, Procap continues to innovate and make the difference (for example, the particularly clever new Dripless 29/21 cap). It is a lightweight cap with a built-in «drip-free» feature which can be applied without any modification to the packaging line. Hence users are assured of a clean pour without the risk of unwanted drips.

