



Exceeding the expectation of our customer

EDITORIAL

The European dimension

The European cap market is pushing ahead with its consolidation. And, in spite of that and the heavy economic turbulence in 2009, the Procap Group has managed to stay the course and its revenue has grown by 8%. Diversifying our customer base by moving into a large number of business sectors has put Procap in a position to tap into all the areas with exciting potential. This reshuffle is also making us more creative and innovative, to cement our European dimension, to streamline our resources and harness more synergies to make our deals even more attractive – and building our teams' international edge. Europe is our playing field today. New opportunities are starting to materialise in key markets. Germany, for example, is one market where we need to step up our presence. Momentum is building in that market, and new German, Swiss and Austrian customers find Procap's solutions appealing. The fact that our group took part in Interpack, Europe's leading packaging trade show, was one way of reasserting our Europe-wide goals. And we look forward to seeing you and all our customers in Düsseldorf in May 2011. We will be delighted to show you our group's new ideas and latest breakthroughs there. See you soon! ■

Yves Jozefiak
Sales & Marketing Director



Germany, a STRATEGIC market

A solid footing in the German market is a key step in Procap's drive to conquer the European market.



Yves JOZEFIAK and Benoît HENCKES

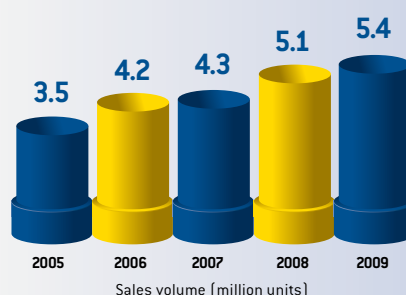
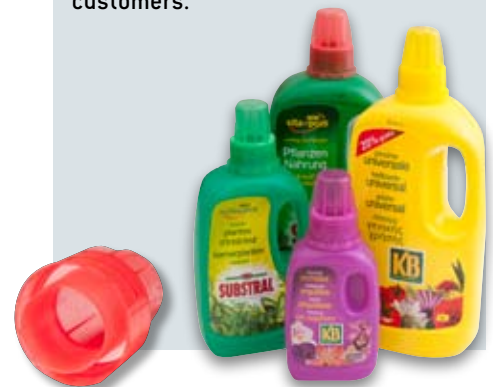
→ We have set our sights on Germany. And, as it is Europe's economic-growth champion, so has everyone else. Missing out on this strategic market is simply not an option for Procap, and our Group is sharpening its edge to win over customers across the Rhine. It has therefore bolstered its sales team by hiring a new manager for Eastern Europe. **Attila Agg** is joining German, Austrian, Swiss and Eastern European Market Manager **Mike Kopp's** team, bringing his experience and expertise in selling packaging to consumer markets.

Attila has spent over seven years working as Sales Director in several Eastern European markets, and has worked with plastic cap and container manufacturers. His new challenge is to propel Procap into the lead in Eastern

European markets. And the Group will be using his skills and expertise to develop value-packed deals for customers. ■

ATTRACTING German CUSTOMERS

Procap is teaming up with an industrial partner firm to cement its positions. Scotts is now working side by side with Procap to develop a dosing cap. The Hoboken plant now has a custom assembly machine and has integrated it into its production line to insert ring seals. This adds up to more powerful production capacity and more reasons to enthrall German customers.



THE FIGURE

5.4 billion

The total number of units manufactured by the Procap Group in 2009

Spain

Success and sales

PROSOL, REVING UP TO TAKE THE LEAD

Procap has earned private-label instant-coffee specialist Prosol's trust. Prosol is using state-of-the-art packaging technology flexibly to adjust to its customers' requirements, and exports its coffee to more than 20 countries. It is now aiming to become the world's leading instant-coffee supplier.

HERO, THE MULTINATIONAL



Hero has built a solid reputation as a long-standing, trustworthy company with Spanish consumers since it opened its first plant in 1922. Today, this food-processing multinational ranks among Spain's top players in its league. Its distribution channels in about 100 countries sell more than 400 products it makes. Procap provides the small spoons and dosing systems for baby powdered milk.

A megadeal WITH AGUA DOY

Mineral water company Agua Doy (Font Agudes) has asked Procap to supply the more than 40 million Spark One caps it uses every year.



STILL GROWING...

Procap is still growing in the Spanish cap market, working with leading edible-oil and dry-food manufacturers.

→ Procap signed a contract with the **Faiges Group (Idealsa)** to deliver more than 40 million caps for table oil bottles, in early 2010. Faiges mainly sells private-label products and has emerged as one of the key players in the edible oil market. The **Borges Group** has also chosen Procap's standard 29/21 2-part cap for its all-new bottle featuring a new and improved design. **Borges** has been in business for over a century. It is one of the edible oil industry's most prominent names and one of Spain's biggest exporters. Signing these two business deals has ranked Procap among Spain's top cap suppliers for the edible oil business.

Over in the dry food market, Procap has strengthened its already solid lead by teaming up with two top players: Argal and

Seda Solubles. **Argal** tested our locking caps, they passed the test, and it has decided to re-engineer its organisation to improve productivity and product design concurrently. This company is a leader in the Spanish delicatessen industry and has grown into one of the leading lights in that country's food-processing industry since it was established more than 90 years ago. **The deal with the Seda Solubles Groups has made Procap the leader in the Spanish market for instant-coffee caps.** Seda was founded in 1963 and has specialised in the production of instant coffee while constantly striving to meet and exceed the quality and service standards that its customers expect. Procap will be contributing to its efforts, with high-performance packaging befitting its outstanding coffee. ■

MORE VOLUME IN LLAGOSTERA

Procap's development policy in Spain is not about to flag. In late 2009, we bought Sofiplast's production capacity and plastic caps business – which emphasised Procap's way of showing that it has plans to continue growing in Europe. It transferred its new production capacity to the Llagostera plant – which, as all other Group production plants, has recently earned

ISO 14000 certification – in early 2010. This acquisition spells a substantial leap in production volumes, a larger product range and more customers in the Iberian Peninsula.



Sales success

Three in one!

The Dairy Cooperative in Villefranche was established in 1932 and has grown into a first-class, fresh-food specialist. It joined the Sodiaal Group, another Procap customer, in 2010. This coop blends time-honoured and trailblazing methods, and its distinctive taste for natural treats, and has invented Marguerite microfiltered milk as a result. It has been selling that milk in PET bottles since 2003. And, in 2009, Laiterie de Villefranche decided to use Procap's 38-mm Proflex caps. Technical Director Laurent Fournier adds, "This solution's technical features guarantee product integrity. It is boosting productivity on the Sidel line combined with an 8-head screw gun. Our technical support team gave the maintenance team the advice it needed to get the screw-process quality perfect. That's a three in one! And the fact that we are near the plant in Messia means we can provide really hands-on service and optimise logistics costs."

A TECHNICAL CHALLENGE WITH NESTLÉ



Another example of the Group's prominence: the Nestlé group has chosen Procap to repack its Knacki Balls products, which Herta manufactures. The stakes are high: they involve providing end users with an integrated four-tip overcap plus an impactful visual using IML technology – in a single industrial process.



France

THE LEVEL GOES UP A NOTCH

Procap's presence in France is expanding. It is bolstering its sales network and technical expertise.



R&D department

→ Procap manufactures a broad spectrum of standard products besides its choice of tailored caps and closures. **Evolving customer expectations are driving development across the board for those products, spanning design, function and even weight.** That is why we have to build our standard range in synch, to stay in touch with our customers' wants and needs. And that is also why we have to send out a message that makes a point about our new products. We have appointed **Lionel Bonvalot** as product

manager to do both. **Lionel has been R&D project manager at Procap for four years now, and picked up substantial technical expertise in capping and processing.** Now, he will be adding his marketing skills. **He is running several projects at this point, with the Sales and R&D departments at Procap, for partnerships with key customers. Laurent Schaffhauser,** for his part, joined the sales team last April. He studied business and majored in technology, and went on to work as sector manager at Soco System, a key player at the end of the packaging line (palletising and conveying systems). At Procap, **Laurent Schaffhauser is in charge of sales across Northern France, focusing in particular on the food-processing and chemical industries.** ■



Lionel Bonvalot
New product manager

THE "BEST WATER IN FRANCE"

Procap caps are cementing their position in France by establishing their presence in the companies that are powering the food-processing sector. Sources de Soultzmat and Lisbeth, one of the very few independent



Left **Laurent Schaffhauser**
Sales Manager for Northern France, Lisbeth.

names in the fiercely competitive water market, is one example. Sources de Soultzmat bottles a full range of still, sparkling and flavoured waters. To stand out, Lisbeth also sells its own brands Liness and Hansi, an authentic cola, Elsass Cola with natural ingredients, and its brand Rivella, around France. The facts that this company has earned ISO 9001 certification and Lisbeth has been chosen as the Meilleure Eau de France (Best Water in France) say a lot about this company's drive. And Procap is just as exacting, explaining why Sources de Soultzmat has chosen the 28-mm Spark One cap to preserve the quality of its water and sodas.



an acquisition **THAT SAYS a LOT**

The Wicklow Injection Moulding acquisition is cementing Procap's position in the market for children's powdered milk.



Procap's investment in the Irish market has made it the company that others look up to in the liquid packaging cap market.

→ The deal was signed in January 2009. Wicklow Injection Moulding, a company established in 1980, has become Wicklow Plastic Ltd. **For Procap, this acquisition is not just another move to grow in the market: it is also an opportunity to strengthen its position as a key player on the market for children's powdered milk.** Procap Wicklow is an injection moulding specialist that manufactures thin-wall overcaps and measuring spoons for baby powdered milk. This plant has seen substantial investment since it was bought by Procap, and the air-conditioning and water-cooling

systems have been upgraded. A system to streamline plant operations is currently rolling out. This plant also ranks hygiene and cleanliness high on its list of priorities. It has set up HACCP (Hazard Analysis Critical Control Point) and bacteria detection systems to that end. Wicklow Plastic Ltd, last but definitely not least, is banking on innovation. **Its strategy involves investing in the nutraceuticals, dairy products and liquid packaging segments.** It has bought a fully-automatic packaging machine, to package articles for the nutraceutical and food industry individually. ■

NEWS FLASHES

PROCAP UNVEILS THE 38 GreenFlap



Procap is introducing its 38 GreenFlap for its Green range. This lighter cap is used to pour and sprinkle dry products such as spices. Its all-new design is more ergonomic and enhances efficiency, making this cap the perfect solution for any kitchen. It screws on effortlessly and firmly, and fits on standard 38-mm glass and PET necks. In a nutshell, GreenFlap is a compendium of advantages. It is available in a wide range of standard and tailored colours.

CARTONS ALL OUT



The Elocap Luxembourg acquisition has propelled Procap into the carton cap market. The plant in Wiltz has grown and put its annual production capacity near the 4-billion-unit mark today. It has 35 injection moulding machines, high-output assembling, closing and stacking peripherals, and a lot of automation. And about 100 staff to run the full process seamlessly. Elopak is harnessing its new installation's full potential. The constant increase in volume is the clearest sign of that. But the partnership with Elopak does not stop at cap production: it also encompasses innovative capping solution development. Several projects are on the table and should lead to fresh investment.



interpack
PROCESSES AND PACKAGING

DATES TO NOTE

12 to 18 May 2011

More than 200,000 visitors on average, and nearly 3,000 exhibitors, make the upcoming Interpack trade show in Dusseldorf, from 12 to 18 May 2011, a great opportunity for Procap to promote its products.
Corner stand 10 E 05