

## **Storopack Increases Revenue by Almost Five Percent**

2017 Annual Financial  
Statements

**Metzingen, July 2018.** Storopack can look back on a successful 2017 financial year. The international protective packaging specialist generated total revenue of €454 million last year, €20 million more than in 2016. Some 2,500 employees at 64 sites contributed to the revenue increase of approximately 4.6 percent on the previous year.

Storopack generated more than half of its revenue in Europe (55 percent), an impressive quarter in North America (27 percent), and almost 16 percent in Asia-Pacific, with South America and other countries contributing 2 percent combined. In its key European market, Storopack achieved an almost 4.5 percent rise. North America remained more or less on a par with the previous year at +0.4 percent. In a very pleasing development, the key Storopack future markets of Asia-Pacific and South America both posted clear, double-digit growth rates.

Hermann Reichenecker, Chairman of the Management Board, is satisfied with the annual financial statements: "Despite sharp rises in the prices of raw materials, we have posted a strong result, improving on our budget forecast and recording growth in all our regions around the world."

### **Growth Driven by Productivity for Customers and by Sustainable Resources**

The Storopack growth trajectory is, first and foremost, the result of regular product innovations. In terms of the new products, the focus is primarily on boosting the productivity of customers' protective packaging processes and on sustainable resources. Storopack already generates more than 25 percent of its revenue with products made from sustainable or recycled raw materials. The two considerations will continue to be the main priority for future product innovations.

### **Digitalization with a Customer Focus**

Storopack has already digitalized many internal processes. In the years ahead, the spotlight will be on digitalization that adds value for customers. Many ideas have been collated in this area, with some already implemented and others set to become reality in the next few years.



**Image: Storopack**

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Storopack press releases and printable image data also available on the internet at [www.storopack.com](http://www.storopack.com) and [www.cc-stuttgart.de/presseportal](http://www.cc-stuttgart.de/presseportal). Images are free for editorial use with a mention of the source.

**About Storopack**

Storopack was founded as a family business in 1874 and has operated as Storopack Hans Reichenecker GmbH based in Metzingen, Germany, since 1959. As a specialist for protective packaging, the globally active company group Storopack is organised in the two business areas of Molding and Packaging. The Molding division, with certified production locations in Europe and China, supplies made-to-measure protective packaging and technical form parts in expanded foams for various areas of industry. The Packaging division supplies flexibly applicable protective packaging with air cushions, paper pads, PU foam packaging systems and pourable padding materials and is represented by its own production locations and branch offices in Europe, North America, South America, Asia and Australia. 2,500 members of staff work for Storopack worldwide. In the year 2017, Storopack generated sales of 454 million Euros. The products are available in more than 50 countries. Further information on [www.storopack.com](http://www.storopack.com)

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