

Weidenhammer brings plastics to UK market as sales break €200m

Composite can specialist Weidenhammer is to launch its plastic packaging range in the UK after its sales broke through €200m for the first time.

The Pringles can maker this week reported 2010 sales of €215m, up from €192m in 2009, and set a target of €223m for this year.

Weidenhammer's results mark its 15th successive year of sales growth and came as it outlined plans to make its new Bradford factory one of just three plastics production centres in its network.

The German family-owned business said that the plastic packaging facility would be built alongside its expanded assembly lines for composite cans, [which is due to be operational by 2012](#).

Weidenhammer chief executive Ralf Weidenhammer said: "We see a huge potential for plastic packaging solutions in the UK. As the second local manufacturer of packaging with in-mould labelling, we see an emerging demand in a modern market."

The plan will make Bradford the third plastic packaging production facility in the Weidenhammer network. It also produces plastic packs at two German plants, in Hockenheim and Zwenkau.

Weidenhammer said: "Our plastic packaging business has evolved to become a mainstay in the company. We hope to soon see [plastics] account for around 15% of total group sales. This figure reached nearly 10 per cent last year."

Raw materials

The company warned, however, that high raw materials prices would hit profitability and that profits would be lower in 2011 than they were in 2010.

However, Weidenhammer gave a positive outlook for the business, whose biggest markets are in Germany, France and Holland, and said it would invest a further €24m in production capacity in 2011.

"The company's positive financial results show that our business strategy is on the right track and that our investment in production facilities, staff, research & development and new markets are paying off.

"We plan to continue along the same lines in the future," he said.