



Press release

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AR Packaging – the new unified brand name in packaging

ÅR Packaging group of companies is one of Europe’s leading manufacturers in the packaging sector with net sales of more than 900 million euros and factories in 13 countries. The company is now incorporating all of its brands under one new identity – AR Packaging.

AR Packaging has seen continuous growth while maintaining seven separate brands with a common goal: adding value for customers by offering a broad product range and expertise in packaging. From now on these brands will merge and have the same name.

“By coordinating our brands, customers will get increased accessibility to our unified and complete offering including multisubstrate materials. The driving force for us is to become the market’s preferred packaging solution partner and we are well positioned to help customers grow their businesses,” said CEO Harald Schulz.

The seven brands now becoming one are ÅR Packaging, Å&R Carton, Flextrus, CC Pack, SP Containers, Maju Jaya and ÅR Packaging Digital. In addition, the four recently acquired brands Nampak Carton Nigeria, K+D, rlc Packaging and BSC Drukarnia Opakowan will also be incorporated under the new name. This is in line with AR Packaging’s growth strategy as the company prepares and aims for further growth organically and through acquisitions.

AR Packaging has a large customer base of established international companies including regional and local customers in more than 50 countries globally. The company develops and produces carton-based and flexibles packaging for many blue-chip and local companies in for instance the pharmaceutical, beauty, food and confectionery segments.

As concerns for the environment grow, a clear shift in consumers’ behaviour is seen and more producers and food chains decide to eliminate disposable plastic products and set clear targets on minimised environmental impact. The global packaging industry is having to respond to this change and AR Packaging, with its leading technological and innovative position, is ideally positioned to play an important and prominent role in this change.

“In addition to the focus on sustainable packaging, the ongoing corona pandemic has shown that packaging matters by providing hygienic protection and securing that food reaches the consumers safely. This altogether creates new business opportunities with AR Packaging having an extensive product range and strong innovation capabilities,” said Harald Schulz.

AR Packaging launched its [new website](#) on the 22nd of June.

For more information please contact:

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AR Packaging

AR Packaging is one of Europe’s leading companies in the packaging sector with net sales of more than EUR 900 million, 5,500 employees and 28 factories in 13 countries. The Group offers a unique range of packaging solutions from its specialised plants. Added value is created to its customers through its broad product offering and deep knowledge of carton-based and flexible packaging. The head office is located in Lund, Sweden. AR Packaging has an objective to grow both organically and by way of acquisitions. www.ar-packaging.com