STOROPACK GROUP

COMPANY FACTS AND FIGURES

As of: August 2026

STOROpack

PERFECT PROTECTIVE PACKAGING

COMPANY HEADQUARTERS

Storopack
Hans Reichenecker GmbH
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YEAR ESTABLISHED

1959

MANAGEMENT

Hermann Reichenecker	Chairman of the Management Board, President Packaging Division
Verena Reichenecker	Chief Executive Officer, President Molding Division

CORPORATE DEPARTMENTS

Stefan Kleemann	Chief Financial Officer, Head of Corporate Controlling
Matthias Gut	Chief Information Officer / Chief Digital Officer
Astrid Winkeler	Head of Corporate Communications and Global Support Marketing
Stefan von Hülse	Head of Corporate E-Business and CRM
Regine Asser	Head of Corporate Human Resources
Michael Fröhlich	Head of Corporate SAP Application
Kaja-Maria Pfeiffer-Heuser	Head of Corporate Purchasing
Oliver Donth	Head of Corporate Services and Logistics
Charles Poisson	Head of Corporate Sustainability

EMPLOYEES IN 2025

2,500 worldwide

SALES IN 2025

565 million euros

RESPONSIBLE USE OF MATERIALS

In 2025, we produced 54% of our own products from renewable or recycled materials.

LOCATIONS

69 locations in:
Australia, Belgium, Brazil, Canada, China, Czech Republic, France, Germany, India, Italy, Japan, Mexico, Netherlands, Spain, Sweden, Switzerland, Thailand, Turkey, UK, USA, Vietnam

STOROPACK IS A SPECIALIST IN PROTECTIVE PACKAGING AND TECHNICAL MOLDED PARTS.

Its product portfolio comprises tailored, flexible protective packaging solutions and their integration into the customers' packaging processes as well as technical molded parts.

The global group based in Metzingen, Germany, is divided into two divisions:

MOLDING DIVISION

The Molding division specializes in tailored protective packaging, temperature-controlled packaging, and technical molded parts made of expanded foams for the automotive, pharmaceutical, and food industries and other industrial sectors.

Insulating properties, shock absorption, durability, and low weight make the materials especially attractive. At its technology center, Storopack uses state-of-the-art technology – CAD, CNC prototyping, tool design, a drop test facility, and a climate chamber – to create molded parts.

The Molding division is represented by certified production plants in Europe and China.

PACKAGING DIVISION

The Packaging division offers versatile protective packaging solutions with air cushions (AIRplus®), paper packaging (PAPERplus® and PAPERbubble®), PU foam packaging systems (FOAMplus®), and loose-fill packaging materials (PELASPAN® PAC and RENATURE®).

Its needs-based equipment covers everything from solutions for stand-alone packaging systems to the development and realization of entire packaging lines integrated into intralogistics and offering manual, semiautomatic, or fully automatic packaging systems. Storopack's specialized application engineers see to it that all the processes are fully efficient and ergonomic (Working Comfort®), so as to continuously improve the customers' protective packaging processes.

The Packaging division has representation in Europe, North America, South America, Asia, and Australia. Its products are available through retailers in more than 60 countries.

MILESTONES

1874 Founded as a tannery in Backnang, Swabia, by Johannes Reichenecker.

1920 Johannes' son Hermann takes over at the leather factory and names it Hermann Reichenecker Lederfabrik.

1938 Leather factory moves from Backnang to Weinstadt-Beutelsbach.

1956 Hans Reichenecker assumes the Hermann Reichenecker Lederfabrik.

1959 Storopack Hans Reichenecker GmbH + Co. is founded in Affaltrach near Heilbronn; the company initially specializes in producing molded parts made of Styropor®.

1973 Start of production of loose fill made of Styropor®.

1978 Start of business activities in the USA.

1982 Merger of Hermann Reichenecker Lederfabrik and Storopack Hans Reichenecker GmbH + Co. In the process, the company discontinues its leather business activities.

1987 Loose fill made of renewable resources (Renature®) is added to the product portfolio.

1993 Production of the first molded parts made of EPP (expanded polypropylene).

1995 Launch of the PAPERplus® product line (paper packaging).

1998 Launch of the AIRplus® product line (air cushions).

2000 Start of production of packaging molded parts in China.

2001 The name Storopack becomes the corporate brand.

2002 Hans Reichenecker hands operational management of the company over to his son Hermann and becomes chairman of the newly created Supervisory Board.

2004 Verena Reichenecker is appointed CEO and runs the company together with her brother Hermann.

2005 The Packaging Systems and Packaging Distribution divisions are merged to create the Packaging division.
Storopack's vision and guidelines principles are developed.

2006 Launch of the FOAMplus® product line (foam packaging).

2008 Introduction of PELASPAN® BIO (loose fill) and AIRplus® BIO (air bags), expanding the array of products made using renewable resources.

2009 With Working Comfort®, Storopack turns its attentions to the ergonomics of packaging and customers' packaging workstations.

2012 Storopack begins business activities in Brazil.

2013 Storopack establishes a new site in India.

2015 Storopack acquires the Japanese company EJ Co., Ltd. (Ebina, Kanagawa Prefecture).

2015 Storopack takes control of the Italian retail partner Alternative 1999 s. r. l.

2015 Launch of the TCPplus® (temperature-controlled packaging) product line.

2016 The long-standing Australian sales partner Intellipack becomes part of Storopack.

2019 Launch of the AIRplus® Recycle product range: air cushion films with a recycled content of at least 50%.

2019 Development of EPS protective packaging, manufactured from up to 100% recycled EPS and PS.

2020 The long-term partner and manufacturer of the machine systems AIRplus® and AIRmove® Ideepak B.V. in the Netherlands becomes part of the Storopack Group.

2021 Expansion of the AIRplus® Recycle product range: air cushion films with 100% recycled content.

2021 Storopack takes over the majority of shares in cooperation partner OPITZ.

2022 With PAPERbubble®, Storopack launches an innovative and sustainable paper alternative to traditional air bubble film. Also in this year the sustainable products AIRplus® Bio Home Compostable and RENATURE® Thermo are launched.

2023 New in the portfolio: Working Automation modules for holistically designed packaging processes.

2024 Expansion of the RENATURE® product range to include RENATURE® 3D and RENATURE® Wrap.

2025 With AIRfiber, Storopack is expanding its product portfolio to include air cushions made of paper.