

Storopack Boosts Revenue by Four Percent Coronavirus Pandemic Drives Demand in Online Retail

2020 Annual Financial
Statements

Metzingen, July 2021. Protective packaging specialist Storopack closed the year 2020 with an increase in revenue. Last year, the Metzingen-based Group generated consolidated total revenue of €500 million. This represents a year-on-year increase of €21 million and growth of four percent, or six percent when adjusted for exchange rate effects.

One reason for this revenue growth is the increased demand in global online retail due to the dominant influence of the coronavirus pandemic last year. The purchasing habits of many consumers changed appreciably, and online retail played a much greater role in terms of supplying the population. Particularly strong growth in online retail was witnessed in the segments of clothing and electronics, as well as for everyday essentials such as food, cosmetics, drugstore items, and medication. As the Storopack range includes a variety of protective packaging solutions specifically developed for these sectors, growth at the packaging specialist was also clearly noticeable last year. "Thanks to our stable supply chain and broad product portfolio, we were once again able to guarantee our customers stability and security in 2020," explains Hermann Reichenecker, Executive Director at Storopack.

Responsible Operations and Sustainable Protective Packaging

Storopack is aware of its responsibility and of the fact that the increasing share of goods sent via online retailers is having an impact on the environment. Offering the perfect protective packaging – and therefore optimum protection – for each and every product is the firm's top priority. That's because whenever a product is damaged in transit, resources are consumed unnecessarily due to new production and additional transport, thus harming the environment. In order to develop and produce this protective packaging in the most resource-saving way possible, Storopack remains committed to a broad portfolio of packaging solutions made from renewable and recycled materials. "In 2020, we already produced more than 30 percent of our products manufactured in-house from renewable and recycled materials. We will increase this figure to more than 50 percent by 2025," remarks Charles Poisson, Group Sustainability Director at Storopack. "It is also important

to us to promote circular economies around the world – and thus significantly boost the recycling rate,” adds Charles Poisson.

With product innovations such as AIRplus® 100% Recycled film and the raw material rEPS – both of which are made using post-industrial and post-consumer waste – the protective packaging specialist is already implementing the circular economy principle. Last year, Storopack supplied the first protective packaging made from 100 percent rEPS. Alongside a wide selection of products with a high share of recycled materials or made from renewable raw materials, the equipment at the company’s sites plays a key role for Storopack when it comes to resource conservation. In terms of its energy footprint, the Group practices efficient energy management and continuously optimizes its locations around the world.



AIRplus® 100% Recycled is just one of many sustainable and flexible protective packaging solutions in the Storopack product portfolio. **Image: Storopack**



With rEPS – which is made from 100 percent post-industrial and post-consumer EPS waste – the protective packaging specialist is already implementing the circular economy principle. **Image: Storopack**

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About Storopack

Founded as Johannes Reichenecker leather tannery in 1874, since 1959 Storopack Hans Reichenecker GmbH based in Metzingen, Germany, is a specialist for protective packaging. The globally active company produces and supplies made-to-measure and flexible protective packaging for various areas of industry. Storopack is present with own production locations and branch offices in Europe, North America, South America, Asia and Australia. 2,430 employees work for Storopack worldwide. In the year 2020 Storopack generated sales of 500 million Euros. Storopack products are available in more than 60 countries. Further information on www.storopack.com

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