

Media release

Perlen Packaging wins ASCO Award

Perlen Packaging, the packaging division of the CPH Group, has earned the Silver ASCO Award for 2014 for its successful implementation of its transformation strategy.

Perlen Packaging has been honoured by the Association of Management Consultants Switzerland (ASCO) with the Silver ASCO Award for 2014. The distinction was bestowed for the transformation programme which the company conducted in collaboration with management consultants Helbling Business Advisors between 2010 and 2012.

“After several years of high utilizations but stagnating sales and, in the end, only a breakeven bottom line, Perlen Packaging embarked on an ambitious project to substantially enhance its profitability,” recalls Wolfgang Grimm, CEO of Perlen Packaging. “By restructuring our organization and realigning our processes, and by exploiting the available potential, we were able to engineer a sustainable improvement in our earnings results.” The actions concerned raised annual net sales 20% to CHF 116.4 million between 2011 and 2013, and saw the division post earnings before interest and taxes of CHF 7.1 million last year.

In a second phase in its ambitious transformation programme, Perlen Packaging then set out to devise a new corporate strategy to generate new growth beyond its core markets in Europe. With production sites in Switzerland, Germany and the USA, the company is strongly geared to the European and the North American pharmaceuticals markets. So, with a view to sharing in the double-digit annual growth currently being seen in the Asian pharmaceuticals sector, Perlen Packaging evaluated various market development strategies, and has now resolved to build a new manufacturing plant near Shanghai, China. The new facility will enable the company to provide far more effective service of the Asian markets.

Perlen, 4 June 2014



From left: Philipp Morgenthaler, Perlen Packaging's Plant Manager Perlen at, Dr. Peter Schildknecht, CEO of the CPH Group and Ralph M. Bush, Partner at Helbling Business Advisors.

Further information

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About CPH

CPH is an internationally active and diversified industrial group which is headquartered in Switzerland. The CPH Group develops, manufactures and distributes chemical products, wood-based paper and pharmaceutical packaging films. The Group and its subsidiaries maintain production facilities at five locations in Switzerland, Germany and the USA, have a total workforce of around 850 employees and generated net sales of CHF 481.3 million last year. The shares of its holding company CPH Chemie + Papier Holding AG are listed on the SIX Swiss Exchange (SIX: CPHN).

About Perlen Packaging

Perlen Packaging manufactures a wide range of products from PVC monofilms to coated PVdC high-barrier films for the pharmaceuticals industry at its three production sites in Switzerland, Germany and the USA, and is the world's third-biggest provider of coated films. Its products are used primarily in medicinal blister packs.

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