ALPLA Group

Press release

**ALPLA takes over Spanish bottle manufacturer Plastisax**

Strengthening the market presence and circular economy on the Iberian peninsula

*Hard, 22. September 2021 – The ALPLA Group, the global packaging solutions and recycling specialist, is taking over Plastisax S.L. The Spanish company produces plastic bottles for the cosmetics, home and personal care segments. The takeover will enable an increased use of recycled material in production operations and a strengthening of the circular economy in the region.*

With the purchase of the Spanish bottle manufacturer Plastisax S.L. based in the province of Alicante, ALPLA is consolidating its market position in eastern Spain and expanding its production capacities mainly for packaging solutions made from the plastic HDPE (high-density polyethylene). A smaller product area also includes bottles made of PET (polyethylene terephthalate). EBM (extrusion blow moulding) and SBM (stretch blow moulding) are used as production technologies. The company has 58 employees who will be taken over by ALPLA.

Marc de Voogd, General Manager France & Iberia at ALPLA, says: ‘With the integration of Plastisax into our group, we are expanding our customer base and improving our geographical footprint to serve our regionally based customers even better. With the new location near Alicante, we are now very well positioned along the Mediterranean coast in addition to the existing plants near Barcelona and Valencia.’

**Strengthening the local circular economy**

ALPLA plans to increasingly manufacture products with a high proportion of post-consumer recycling material (PCR) in the new plant. ‘Plastisax already offers its customers sustainable packaging made from recycled HDPE and recycled PET as well as bio-based PE. ALPLA has significant experience in these fields and is able to provide recycled material from its own plants,’ de Voogd says of the resulting synergies. In autumn 2019, ALPLA bought two HDPE recycling companies near Barcelona and Valladolid. They ensure the supply of the production facilities in the region with PCR and contribute to strengthening the local bottle-to-bottle circular economy cycle.

The contracting parties have agreed not to disclose the purchase price or other details.

**About the ALPLA Group**

ALPLA is one of the leading companies involved in plastic packaging. Around 21,600 employees worldwide produce custom-made packaging systems, bottles, caps and moulded parts at its 178 sites across 45 countries. The high-quality packaging is used in a wide range of areas, including for food and drinks, cosmetics and care products, household detergents, washing and cleaning agents, pharmaceutical products, engine oils and lubricants.

ALPLA operates its own recycling plants for PET and HDPE in Austria, Poland, Mexico, Italy and Spain, and in the form of joint ventures in Mexico and Germany. Other projects are being realised elsewhere around the world.

**Consumer awareness campaign launched**

ALPLA has set itself the goal of educating consumers in Spain and Portugal more about the responsible use of plastic as a valuable material. An online campaign called *Una web con muchas vidas* (‘A website with many lives’) is currently starting. The aim of the initiative is to show the Iberian population the potential of plastic in terms of functionality, sustainability and recycling and how important it is to dispose of plastic properly.

Campaign website: https://unawebconmuchasvidas.com/es

**Captions**

ALPLA-Plastisax.jpg: ALPLA is taking over Spanish bottle manufacturer Plastisax based near Alicante.

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