ALPLA Group

Press release

**ALPLAindustrial: new brand for large-volume containers**

ALPLA consolidates portfolio of Wolf Plastics subsidiary and promotes recycling

*Hard, 10 May 2023 – Starting in May 2023, the ALPLA Group will be marketing all activities relating to large-volume plastic packaging for industrial and commercial use, such as buckets, canisters and their closure systems, under the ALPLAindustrial brand. One and a half years after the takeover of Wolf Plastics, the global company is consolidating the portfolio of the subsidiary and market leader in central and south-east Europe, expanding it to include products made of post-consumer recycled (PCR) material and creating the basis for further growth.*

Since autumn 2021, the ALPLA Group has supplied major international customers from the food, chemical and construction industries with high-quality plastic buckets, canisters, bottles and closures through its subsidiary Wolf Plastics. The global packaging and recycling specialist is now concentrating its line of products under the new ALPLAindustrial brand, intensifying its commitment to large-volume plastic packaging for industry and for professional use.

‘Circular economy, sustainability and safety are key criteria for future packaging solutions in all sectors. We are also applying our many years of expertise in product design and recycling to industrial and commercial applications and are continuing our successful journey with the establishment of the new division,’ explains Rainer Widmar, ALPLA Managing Director Central and Eastern Europe. The corporate identity of Wolf Plastics will change to ALPLAindustrial over the course of the year.

**Focus on recycling**

ALPLAindustrial currently manufactures roughly 400 products at its three production sites in Austria (Kammern), Hungary (Fertőszentmiklós) and Romania (Bucharest). The buckets, canisters and bottles can be custom-designed using in-mould labelling. By introducing its own recycling line with up to 100 per cent PCR material, ALPLA is also offering industrial and commercial customers a climate-friendly alternative. ‘Our innovative solutions are the ideal preparation for future regulations and thus provide a competitive advantage,’ emphasises Widmar.

**About ALPLAindustrial**

With approximately 23,300 employees, 190 locations and annual sales of 5.1 billion euros (2022), the ALPLA Group is one of the world’s leading companies in the production and recycling of plastic packaging. In the ALPLAindustrial division, the company produces buckets and canisters for industrial and commercial customers at three locations in Austria, Hungary and Romania. ALPLAindustrial also offers recyclable solutions of up to 100 per cent PCR (post-consumer recycled material).

**Captions**

ALPLA-ALPLAindustrial.jpg: Starting in May 2023, the ALPLA Group will consolidate the production of large-volume plastic packaging, such as buckets and canisters, from its Wolf Plastics subsidiary under the new ALPLAindustrial brand.

ALPLA-ALPLAindustrial-Launch.jpg: Start for the new ALPLAindustrial brand at production sites in Austria, Hungary and Romania. Picture: Roland Baumann, General Manager ALPLAindustrial (left) and Rainer Widmar, ALPLA Managing Director Central and Eastern Europe.

ALPLA-ALPLAindustrial-Portfolio.jpg: ALPLAindustrial produces large-volume plastic packaging for industry and for professional use.

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**Information for editorial**

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