

## **Well packed: optimally protected and money saved**

### **Storopack at the Empack Hannover 2016 @CeMAT**

**Hannover, June 2016.** As in previous years, Storopack showcased its highlights at the Empack event in Hannover. The exhibition at the beginning of June was, for the first time, part of the CeMAT, the global trade fair for internal logistics and supply chain management. An ideal opportunity to duly highlight the Storopack solutions for an international expert audience: in Hall 13, the packaging specialist presented its flexible applicable protective materials – and was met with strong interest from visitors. A total of 13 staff from the Metzingen traditional company were present daily on the 880 square feet Storopack fair stand, making new contacts with the fairgoers and professionals and refreshing existing business connections.

Empack Hannover 2016  
@CeMAT  
31 May to 3 June 2016

Storopack's trade fair presence included the topic of optimal packaging processes as one of its key focuses. This is particularly due to the fact that many companies simply waste valuable money and resources when their product packaging is too complex and time-consuming. Under the heading "Working Comfort", Storopack illustrated how packaging can function efficiently and also ergonomically, and how the entire process can be integrated in the internal logistics. Storopack had installed three packing tables on its stand demonstrating how AIRplus<sup>®</sup>, PAPERplus<sup>®</sup> and FOAMplus<sup>®</sup> enable integration. Company staff also presented PAPERplus Papillon<sup>®</sup> as well as FOAMplus<sup>®</sup> Bag Packer<sup>2</sup> and familiarized interested fairgoers with the technical details. The optimal and efficient protection of products with custom Storopack packaging items represented another key focus. The summary of the fair was clearly positive: the team on site looked back on stimulating discussions as well as rewarding new business contacts and is already looking forward to the next Empack event.



Tobias Thiel, Sales Representative FOAMplus® at Storopack, demonstrates the advantages of the efficient FOAMplus® Bag Packer<sup>2</sup> to interested trade fair visitors. **Credit: Storopack**



The Storopack fair stand impressed with ample space for the presentation of products and informative conversations with trade fair visitors. **Credit: Storopack**

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Storopack press releases and print-ready images can be found on the Internet at [www.storopack.de](http://www.storopack.de) and [www.presseforum.cc](http://www.presseforum.cc). Images may be printed freely for editorial use with acknowledgement of the source.

#### **About Storopack**

Storopack was founded as a family business in 1874 and has operated as Storopack Hans Reichenecker GmbH based in Metzingen, Germany, since 1959. As a specialist for protective packaging, the globally active company group Storopack is organised in the two business areas of Molding and Packaging. The Molding division, with certified production locations in Europe and China, supplies made-to-measure protective packaging and technical form parts in expanded foams for various areas of industry. The Packaging division supplies flexibly applicable protective packaging with air cushions, paper pads, PU foam packaging systems and pourable padding materials and is represented by its own production locations and branch offices in Europe, North America and Asia. 2,450 members of staff work for Storopack worldwide. In the year 2015, Storopack generated sales of 416 million Euros. The products are available in more than 40 countries. Further information on [www.storopack.com](http://www.storopack.com)

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