

FOR IMMEDIATE RELEASE

# The new plant COEXPAN-EMSUR is up and running in Brazil

- *The two plastic packaging divisions of Grupo Lantero joined for the first time under the one stop shop concept.*
- *The new facility is equipped with ultimate technology to offer rigid and flexible packaging solutions to the Brazilian and South American markets.*

**January 18<sup>th</sup>, 2018** - COEXPAN-EMSUR BRASIL is officially **producing combined rigid and flexible packaging solutions** mainly intended to the food industry. With this milestone, Grupo Lantero takes one step further for its Strategic Plan "Horizon 2020" to become a **solid global player in the plastic packaging food market** in Europe and America.

COEXPAN, the plastic Division of Grupo Lantero specialized in the manufacture of rigid plastic sheets and thermoformed products, has been operating in Brazil since 1997. Now, EMSUR, the sister Division dedicated to produce flexible containers, lands in Brazil to operate together with COEXPAN, **employing a total of 67 people** in a shared production plant located in **Jundiaí (Sao Paulo), the largest economic and industrial hub in Latin America.**

The new facilities COEXPAN-EMSUR BRASIL, which have **near 7,000 square metres built so far and will double the capacity for future needs**, are equipped with high-quality technology to produce both rigid and flexible packaging solutions, including PS and PP extruded barrier sheets for FFS, rotogravure printing for labels and lids with hot melt application in line, and sleeves capabilities.

As **Daniel Richena, General Manager** of COEXPAN-EMSUR BRASIL, stated: *"Brazil is the first manufacturing site of Grupo Lantero that produces rigid plastic sheets and flexible products under the same roof, which will bring us all advantages and synergies to best attend our customers and support our global footprint."*

The main asset for this production centre is the opportunity to **maximize commercial synergies between both business units** with their experience and know-how in rigid and flexible packaging. The manufacturing processes have been specifically optimised under the LEAN methodology to guarantee maximum efficiency.

This new plant reinforces the presence of both plastic divisions in the American market and strengthens the product portfolio of COEXPAN-EMSUR BRASIL. It reaffirms the total commitment to **keep growing together with our customers**, always offering tailored solutions to their requirements and looking for the **maximum operational excellence**.

This major landmark is armoured by the launch of a **new visual identity** in which both divisions align their brands and compose a new logotype, which allows the organisation to communicate effectively a new positioning in the market: “Rigid and Flexible Packaging”.

COEXPAN and EMSUR **reach** globally with their products at a local level in **12 countries and sell to more than 65 around the world**. Specifically, COEXPAN serves to the American market through its plants in Mexico, Brazil and Chile, while EMSUR serves to the American packaging sector through its factories in Chicago, New York and Mexico, as well as having capabilities in Argentina.

#### **ABOUT COEXPAN:**

*COEXPAN, pioneer in extrusion with more than 40 years of experience in the industry, is the Grupo Lantero Division specialized in the manufacture of rigid plastic sheets and thermoformed products to provide solutions to packaging industry globally.*

*The Company operates 13 production plants in 8 countries (Germany, France, Spain, Italy, Russia, Chile, Brazil and Mexico), with a production capacity exceeding 200,000 tonnes per year, and employing more than 860 people. Our sales network is composed of professionals who assure maximum quality in all processes and personalized customer service, allowing our products to be distributed in over 50 countries around the globe.*

#### **ABOUT EMSUR:**

*EMSUR is the Division of the Grupo Lantero dedicated to the manufacture of flexible containers for packaging solutions primarily designed for the food sector, with both rotogravure and flexographic printing, including QR and Ink-jet technologies.*

GRUPO LANTERO



Rigid and Flexible Packaging

*The company employs over 840 people and currently has 10 production plants in 8 different countries, 4 of them in the American continent (Chicago and New York, Mexico and Argentina). With an annual production of almost 1 thousand million square meters, EMSUR conduct business in over 60 countries spanning the Americas, Europe, Africa, the Middle East and Asia.*

**[www.coexpan-emsur.com](http://www.coexpan-emsur.com)**

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