



VAN GENECHTEN PACKAGING

**MAGIC
IN THE MAKING**

*Press Release
for immediate publication*

UK-based CartonCare Group and Van Genechten Packaging announce Joint Venture

Turnhout, October 24, 2022 | Van Genechten Packaging (VGP) are delighted to announce the completion of a 50:50 Joint Venture Agreement with CartonCare Group, including CartonCare Ltd, MSO Cleland Ltd and Pendragon Presentation Packaging Ltd. This privately-owned group of companies, with a combined annual turnover of 30M Euro, is a specialist in printing and packaging. They have a strong focus on quality and a shared passion for excellent, customer-oriented service to meet the demands of the FMCG industry. In short, the perfect partner on our journey towards growth.

With 3 locations in the UK (2 in Northern Ireland and 1 in England) CartonCare's packaging expertise is built on a solid foundation of innovation and creativity. In combination with a high-performance culture, these traits have allowed CartonCare to build an outstanding reputation in various market segments throughout the UK and Ireland. Able to trace its roots back 145 years, the Group has built a wide customer base in both general and premium packaging. Thanks to strong entrepreneurship, their company continues to grow, with a future-driven perspective and embracing new technologies.

Joanna Calixto, Managing Director of CartonCare Group comments: "This collaboration is an exciting next step for the CartonCare Group. We are thrilled to be working with Van Genechten Packaging, a company who, in spite of its large size, retains a lot of the values which are important to us. Its decades of experience, expertise and commitment are undeniable. In this Joint Venture, I look forward to being able to offer even more to customers and potential customers, driving innovation and creativity in the most sustainable way possible."

Frank Ohle, CEO of Van Genechten Packaging Group adds: "Apart from the fact that we share the same DNA, both our companies are at home in several of the same market segments. As CartonCare Group's connections within the UK market cover some gaps within the Van Genechten Packaging footprint, this strategic step opens up additional opportunities to expand our design & production capabilities and our European presence, thereby creating even greater value for our customers. We look forward to a successful collaboration."

Contact Us

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About CartonCare Group

The CartonCare Group consists of three separate but complementary packaging companies which specialise in the design and manufacture of paper-based printed packaging. MSO Cleland is the oldest and largest company in the group, with over 145 years of experience in the printed packaging industry, and wealth of knowledge which can be leveraged to support its customers.

From their bases in Belfast and Newry in Northern Ireland, CartonCare and MSO make folding cartons and labels for the food, pharmaceutical and premium markets throughout the UK and Ireland.

From its base in Malvern, England, Pendragon Presentation Packaging offers exceptional design capabilities and the production of luxury hand-finished packaging such as rigid presentation boxes, hand-finished bags and envelopes.

The Group combines its many years of experience and expertise with a culture of innovation and the latest equipment - it has invested more than £6.5 million in new equipment in the last two years. This, aligned with a very nimble mindset creates the perfect environment to work with business partners to design and produce beautiful packaging which adds value to their brand and helps their products sell. Recent innovations include a Knowledge Transfer Partnership with the Ulster University, during which the Group gained objective, scientific knowledge in order to assist in guiding its customers to the most sustainable packaging solutions.

www.cartoncare.co.uk

www.mso.co.uk

www.pendragonpack.co.uk

About Van Genechten Packaging (VGP)

Where people, brands and folding carton meet, that is where the magic happens at VGP, every single time. For almost 190 years now VGP has believed in the unique impact of packaging for brands and products, for people and the planet, and made it work.

Today it remains one of the last truly independent European packaging specialists in 9 countries with HQ in Turnhout, Belgium, 12 folding carton sites, 1 extrusion site and 1 rigid boxes design & production center. Customers have come to value both this presence and independent spirit: typical is VGP's 'people first' approach, where customer-centric collaboration is key to success. It has won the company many leading industry awards.

VGP generates an annual revenue of about 400 million euros. As a leading provider of packaging in European fast-moving consumer goods, the company continues to grow in printed folding cartons, offset laminated corrugated board, POS displays and a wide range of other packaging solutions.

www.vangenechten.com



Picture 1



From left to right: Frederic de Somer (President Van Genechten Packaging International),
Ralph Chalmers (Chairman, CartonCare Group),
and Frank Ohle (CEO Van Genechten Packaging)