

## **Turnkey solutions for sustainability in production and packaging**

OPTIMA underpins its sustainability strategy through a strategic shareholding with Weyhmueller

**Optima entered into a strategic shareholding with Weyhmueller in early June 2022, and has acquired a stake in the company. The mechanical engineering company from Neu-Ulm in Bavaria, Germany manufactures specialist machines for manufacturing cups and cans made out of paper. This extensively broadens Optima's portfolio of solutions in the sustainable packaging solutions sector. The outcome is integrated and sustainable turnkey solutions – from packaging development to the inline production of sustainable paper packaging, packaging and closing, and the resource-saving operation of the systems.**

Sustainable packaging solutions remain in high demand. Many multinational firms are choosing to use paper as a packaging material. Dr. Stefan Koenig, Managing Director of OPTIMA packaging group GmbH, explained that "cooperation and partnerships throughout the entire value chain are part of our sustainability strategy. Strategic cooperation with Weyhmueller was the next logical step in this regard".

### **Synergies for greater sustainability**

Both Optima and Weyhmueller understand that there is no such thing as a perfectly sustainable packaging material. However, paper can be the right solution for many different uses. "We are seeing multiple synergies in this area, and we are very enthusiastic about

the collaboration," said Heinrich Peitz, Managing Director of Weyhmueller Verpackungstechnik GmbH.

## **75 years' experience, 3,000 machines on the market**

Weyhmueller produces flexible, modular specialist machines for the international food industry. These machines produce packaging in a wide variety of forms from the raw material paper and optimally separable paper-plastic solutions. Printing and die cutting machines operating from the reel, complete the portfolio. There are around 40 employees working at the Neu-Ulm site. The company has over 75 years of experience with over 3,000 machines in the market, worldwide. "Paper containers made from renewable raw materials with advanced, more sustainable barrier functions and maximum product protection," was how Peitz described the joint development target.

## **Turnkey solutions in the sustainability sector**

The collaboration with Weyhmueller gives Optima the opportunity to supply customers with customized complete solutions for the entire process chain. Sustainably designed packaging is produced on Weyhmueller systems and filled and closed inline using Optima systems. By so doing, Optima and Weyhmueller are enabling their customers to produce and package sustainably in a circular economy.



Through a strategic shareholding and collaboration with Weyhmueller is creating the opportunity for, among other things, developing and inline manufacturing paper packaging solutions for other consumer goods.  
(Source: Optima)

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## About OPTIMA

Optima supports companies worldwide with flexible and customer-specific filling and packaging machines for pharmaceuticals, consumer goods, paper hygiene and medical devices markets. As a provider of solutions and systems, Optima accompanies these companies from the product idea through to successful production and throughout the entire machine life cycle. Over 2,800 experts around the globe contribute to Optima's success. 20 locations in Germany and abroad ensure the worldwide availability of services. In 2022, Optima celebrates the company's 100th anniversary.



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