



**RELEASE REF:** PREG/2009/002

**ISSUE DATE:** 30 June 2009

## **INVESTMENT CONFIRMS POLISH MARKET LEADERSHIP**

Pregis Protective Packaging Europe has confirmed its market leadership in Poland and throughout Eastern Europe with the introduction of coextruded bubble wrap technology with air retention barrier, following major investment in its new factory in Gliwice in Poland.

The new €14 million factory commenced operations in July 2008 and, in addition to the manufacture of Technical Foam, Mailers, and products converted from foam and bubble film, has installed new state-of-the-art equipment with three cast extruders for the production of Pregis's Astro Suprabubble bubble air cushioning sheet. Since its launch in September, 40% of Pregis's sales in Poland are with the new coextruded bubble wrap.

"We have experienced increasing demand for our product ranges in Eastern Europe in recent years, and the establishment of the new Polish factory and our investment in coextruded technology underline our market-leading position and demonstrate our intention to provide the best products and widest choice to our customer base," comments Adam Skorzynski, Sales Director of Pregis Protective Packaging Poland.

"Astro Suprabubble has already taken a 25% share of the entire Polish bubble wrap market, emphasising its suitability for a wide range of protective packaging applications."

Astro Suprabubble is manufactured with five layers (ABCBA) in line processing. The centre layer of coextruded material provides a cost-efficient and very effective air barrier without adding bulk or weight. The result is a bubble wrap that is 100 times more resistant to the passage of air, giving it far greater air retention and longer cushioning power than traditional non-barrier bubble wrap, even under greater pressure. Its greater flexibility also enables it to conform better to unusually shaped items. It can be

specified in a variety of standard densities – economy, medium and premium – as well as anti-static.

As part of Pregis's on-going commitment to care for the environment, the coextruded bubble wrap requires over 20% less material in manufacture compare to conventional mono bubble wraps, and integrates 10% post-industrial recycled resin, thus reducing CO<sup>2</sup> emission in a variety of ways.

Pregis's experience of coextruded technology has been key to the success of the launch of Astro Suprabubble in Poland.

"We are committed to delivering the latest products and technologies to our customers in Eastern Europe," confirms Skorzynski.

***About Pregis:***

Pregis Corporation is a leading global provider of innovative protective, flexible, and foodservice packaging and hospital supply products. The company offers packaging and product solutions for a wide variety of consumer and industrial market segments including food and foodservice, healthcare, agriculture, automotive, furniture, electronics, construction, fulfillment, catalogue and military/aerospace. The specialty-packaging leader currently operates 47 facilities in 18 countries around the world. For more information about Pregis, visit [www.pregis.com](http://www.pregis.com).

---

**EDITORIAL ENQUIRIES:**

Bob Bushby  
Nielsen McAllister PR

Tel: +44 (0) 1332 293939  
Fax: +44 (0) 1332 382202  
Email: [info@nmpr.co.uk](mailto:info@nmpr.co.uk)

**SALES/READER ENQUIRIES:**

Marketing  
Pregis NV

Tel: +32 (0) 11 370 128  
Email: [ppemarketing@pregis.com](mailto:ppemarketing@pregis.com)  
Web: [www.pregis.com](http://www.pregis.com)