

AIM HIGH

Fast-growing multinational company RETAL manufactures PET solutions as its core offering, with more than 20 years' experience in the packaging market. Its advanced technology focus ensures that its concept to completion service is widely respected and appreciated. Exciting expansion plans sit strategically its well-established and comprehensive portfolio available to customers worldwide. Emma-Jane Batey spoke to VP Sales & Service Milos Kuzman to learn more.

With 24 production sites in 13 countries worldwide, including locations in North America, Asia, Central-, Western- and Eastern Europe and CIS countries, the RETAL is truly global. Active in over 60 countries, the company is headquartered in Limassol, Cyprus.

Milos Kuzman spoke to Packaging Europe to explain how the company's impressive, steady growth has been a key ingredient in its long-term recipe for success. Mr Kuzman said, "RETAL has been delivering innovative PET packaging solutions and exceptional service for over two decades and we are fully to understanding our customers' needs and the PET market's latest trends. We are continually pushing the boundaries of PET technology and capabilities to ensure that we are serving our customers as best we can."

Complete service

Mr Kuzman continued, "We have always worked with the aim of providing the highest quality product at a competitive price, which we achieve through guaranteeing we combine the efforts of our carefully-selected developers, manufacturers and suppliers in a single holding company. This gives RETAL a considerable advantage and maintains excellent transparency across our value chain. It also allows us to rapidly deploy innovative polymer packaging solutions and service support wherever our customers are in the world." RETAL expands its geographical presence and product portfolio, paying close attention to commercial transparency as an integral element of its business.

Last year Plastec, the Italian container producer, became a member of the RETAL, enabling the company to expand its presence in the container sector in Europe.

PET project

Another area of strong expansion for the RETAL is North America. Mr Kuzman noted that having successfully started production in October 2016 in the Pittsburgh, PA area, the plant acts as the regional headquarters and centre of excellence for R&D, with a full range of services from design development to commercial product launch. In addition to offering packaging solutions for the preforms and closures market, RETAL PA is planning to expand in container business in different market segments such as dairy products, oil, wine, cosmetic, vinegar and beverage.

All of the RETAL activities have a common thread: optimising packaging solutions for customers. As a proud 'one stop shop' for high quality, competitively priced PET packaging, it is already working with a huge number of the world's largest brand owners, including all of the leading beverage, dairy, and oil brands and many well known household names.

Mr Kuzman continued, "I am very proud to say that in 2016 RETAL has been recognised as one of its most innovative partners with an award at the Danone Supplier Day and the best supplier for Coca-Cola Hellenic in Russia."

The first steps to achieving the Grand Prix from Coca-Cola, the number one worldwide brand in the market of carbonated beverages, were already made three years ago, when RETAL launched its strategical task for reducing the weight of primary packaging. Owing to such work during 2013-2016 and a subsequent weight and preform thickness reduction, more than 4600 tons of PET-granulate has been saved, and the share of recycled raw materials in packaging increased almost six-fold. This has made the business of both companies more advanced, environmentally friendly and responsible.

Driving forward

As RETAL looks forward to its predicted continued success, the global group is keen to highlight how, as one of the fastest organically growing companies in the PET packaging industry, its smart integration, dedication to innovation and transparent operations means that it is a smart partner across the food, beverage and household sectors.

Mr Kuzman concluded, "Most driving forces in the packaging industry already know about RETAL but it never hurts to say it again! We are a committed, proven partner to the PET packaging industry and we have a solid global presence. We proudly deliver complete solutions across preforms, closures and containers and we work closely with our customers to guarantee that we do whatever it takes to make optimised products on the shelf that gives consumers the best quality. In addition, I would like to note this year RETAL participates in international Drinktec exhibition and we will be happy to invite everybody at Hall A4, Stand 521, where our specialists will introduce new products and help to find personalized packaging solutions."

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