

RETAL, LOCAL KNOWLEDGE FROM A GLOBAL PARTNER



Global plastic packaging manufacturer RETAL is one of the largest suppliers of packaging solutions in Romania, coming closely behind local producers. With the advantages of its multinational network of factories, sales teams, R&D experts and after sales, the RETAL capabilities bring the best of local knowledge of the Romanian market together with its wider support infrastructure.

Working with customers in Romania for over a decade, RETAL has proudly developed strong relationships with brand owners and local producers across the country, with a particular focus on water, juice and edible oils. RETAL sales manager Sergey Berov has an in-depth understanding of the Romanian market from both a professional and personal perspective, and it is his closeness to the country's packaging needs that enables him and his team to deliver the best service.

Berov tells: "We have been continually developing our market share in Romanian over the last 10 years, and our significant growth has seen RETAL selling around 15% of the PET packaging demand in the country. Many of our customers have grown with us and we are delighted to be considered a packaging partner rather than just a supplier."

With a strong balance of local and global customers across its activities in 70 countries worldwide, RETAL brings its proven experience of working with brand owners of all sizes to every market.

Berov adds, "In our first decade in Romania we have mainly collaborated with local customers, working together to create and produce PET and rPET preforms. We are expanding our roster to include the local needs of global brands too, which fits well with our long-standing capabilities in other regions and enables us to bring our local knowledge for the advantage of our household name brands."



Technically advanced

Well-known for its combination of service, quality, reliability and sustainability, RETAL's ongoing investment in its products, equipment and new materials means that it offers a competitive advantage.

Sales director Nedko Nedev explains, "We have a big portfolio that is technically advanced; we can use up to 100% recycled material in our preforms and are considered a pioneer in affordable, reliable, responsible packaging. But we also know that not everyone can afford to choose this option, so we're here to give customers what they want. RETAL can facilitate the packaging that our partners prefer, with no limits."

This ability to 'facilitate the packaging our partners prefer' means that RETAL is constantly updating and upgrading its offer to reflect the changing needs of its customers, both in Romania and worldwide.

Nedev says, "Our sustainability actions are ambitious, including the increased use of recycled materials in our packaging and the commitment to buy 100% renewable energy across all our EU factories by 2022, which we are well on target to achieve. We also gained a Silver EcoVadis score and have achieved two equality wings. Offering solutions to customers is not only about the packaging we produce; it's about adding value to our product and our service."

In fact, Segey Berov is the perfect representation of how RETAL 'adds value' across the Romanian market, as 'knows everyone, knows the language, knows local issues and understands local trends', meaning that the company is well-prepared to continue to build on its decade of trust and success in the Romanian packaging market.