

Oberdiessbach, 20 January 2016

## **Media Release**

### **Hoffmann Neopac AG and Tu-Plast Ltd. consolidate their sales organization for cosmetics**

**Some ten years after becoming majority shareholder in Tu-Plast Ltd. based in Debrecen, Hungary, sales of the company's cosmetics products are being consolidated under the leadership of Michael Aringhoff. As commercial director, Attila Békési is heading the group's sales regions and will report directly to Michael Aringhoff. Monika Rüegg is now leading strategic market projects.**

Located in Debrecen, Hungary, Tu-Plast has been part of the Switzerland-based Hoffmann Neopac group for ten years. Neopac in Oberdiessbach primarily produces specialized Polyfoil® tubes which offer highest-level protection and are available with a range of applicators.

In Debrecen, Tu-Plast produces mostly PE and Coex tubes for the cosmetics market. Together the companies offer an attractive range of products and innovations for cosmetics customers.

#### **Sales organization standardized**

Group management decided to restructure the sales organization as of January 2016, thereby pooling market expertise and resources in the area of cosmetics sales. The restructured organization is being led by Michael Aringhoff, a manager with extensive market knowledge. He has been working at Hoffmann Neopac since 2010 and has considerable experience as a key account manager and as head of sales support. Attila Békési, previously commercial director at Tu-Plast

Ltd., will now hold that position for the entire group. Monika Rüegg is now leading strategic market projects.

### **Moving ahead with pooled resources**

Michael Aringhoff has set a number of goals for the new sales organization: “We’re pooling our resources for producing cosmetics tubes on the rapidly changing European market and want to take strategic steps to enter new markets. Successfully harmonizing both sales organizations across cultures and locations is what will allow us to achieve those goals. Our complete portfolio of Polyfoil®, PE und Coex tubes offers considerable potential for serving both existing and new customers who are looking for cosmetics packaging that is attractive and safe.”

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#### **About Hoffmann Neopac:**

Hoffmann Neopac AG is an independent family owned company domiciled in Thun, Switzerland. The company produces premium packaging out of metal and plastics at three premises: Tins at HOFFMANN in Thun; Polyfoil®, CoEx and plastic tubes at NEOPAC in Oberdiessbach and at TU-PLAST in Debrecen (Hungary). To our customers we count well-known producers in the Pharmaceuticals, Cosmetics and FMCG sector. Hoffmann Neopac employs over 600 people. About 85% of the production is exported, in particular to European countries but also the USA, Japan and China.

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