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Optimum Group™ and Packaging Partners Launch Exclusive Collaboration Starting January 1, 2025

Optimum Group™ and Packaging Partners are proud to announce an exclusive strategic partnership commencing on January 1, 2025. This collaboration focuses on delivering innovative and sustainable packaging solutions while enhancing the market position of both companies. André Prophitius, CEO of Optimum Group™, and Rob Daniels, Director of Packaging Partners, share their vision for this partnership and explain its significance for customers.

A Shared Ambition: Sustainable Packaging

The partnership between Optimum Group™ and Packaging Partners addresses the growing demand for eco-friendly and regulation-compliant packaging. André Prophitius states:

“Customers are seeking packaging that not only meets sustainability goals but also complies with the latest regulations like the PPWR. Together with Packaging Partners, we can offer a comprehensive package that fulfills these requirements while ensuring innovation and quality.”

Rob Daniels adds:

“Our focus on sustainable packaging aligns perfectly with the expertise of Optimum Group™ in flexible packaging. This collaboration enables us to provide customers with a wider range of options and an enhanced level of service.”

Unique Strengths and Shared Synergies

Optimum Group™ is a leader in flexible packaging and self-adhesive labels, with investments in advanced technologies such as the HP Indigo 200K and state-of-the-art pouch manufacturing lines. Packaging Partners brings deep knowledge and experience in sustainable paper and flexible packaging materials across various sectors, particularly the food industry.

This collaboration creates an integrated offering of packaging solutions, such as flexible pouches and paper-based packaging under brands like Pouch4All. By actively sharing customers and leads, the partnership improves efficiency and ensures customers benefit from innovative, tailor-made solutions.



Support with Regulations and Compliance

A key objective of this collaboration is to help customers navigate challenges related to new regulations, such as the PPWR. Rob Daniels explains:

“The shift to mono-materials and recyclable packaging requires adjustments in production processes. Together with Optimum Group™, we offer solutions that are not only innovative but fully compliant with the strictest sustainability guidelines.”

Stronger Market Position and Future-Ready Solutions

The partnership between Optimum Group™ and Packaging Partners, launching on January 1, 2025, strengthens the market position of both companies and provides customers with packaging solutions designed for the future. Combining innovation, sustainability, and customer focus, this collaboration sets a new benchmark for the packaging industry.

End of Press Release

