



Breaking ground

The first shovel of soil has been turned in Lubien Kujawski to what will become Superfos' new high profile production facility in the Central and Eastern European region

"Construction of our new production facilities in Lubien Kujawski has begun. It is a significant step for Superfos who has experienced a rapidly growing interest in our high quality packaging solutions in the region. We also aim to make it a significant event for our customers in the Region who will benefit from our new factory," says Superfos CEO Kim Andersen and continues:

"Being close to our customers and key markets also means that we simplify logistics

and secure delivery service and quality management in the region. The new modern production facilities will contribute to a strengthening of our solutions' competitiveness and, thus, our customers'."

Production at the new factory will be centred on Superfos' standard product ranges of larger packaging solutions and decoration in high quality off-set, lacquer and IML.

Superfos expects to begin production at the new facilities

in the beginning of 2006 and the total building project to be ready in spring 2006.

The factory will cover a total building area of 17,000 m² and employ approximately 150 people.

Visit Superfos online

We have launched a Polish website where you can follow construction of our new production plant and obtain up-to-date information on product and production news. Please enter the website through www.superfos.com

Developing the market for functional packaging

We are looking forward to strengthen our presence in Poland with a new top modern production plant and become part of the thriving business environment in the region.

Throughout the construction phase and upstart of the factory, we will issue this Lubien Kujawski up-date newsletter to keep you informed on status of the construction. In the up-date, we will present the new factory focusing on different competencies, bring a market perspective, and brief on new products, initiatives, events etc.

In this first issue, we focus on the upstart and bring a presentation of our basis, plans and expectations for production at Lubien Kujawski.

Finally, the Taropak trade fair was a great success and we were very happy to experience the wide interest in our seminar on how you can use packaging to optimize your brand value. We continue this focus and bring you an update for further inspiration.

Enjoy your reading,



Daniel Momot
Factory Manager



Piotr Suminski
Regional Sales Director

Focus - High quality production

New technology, high automation and performance are the corner stones of Superfos' production

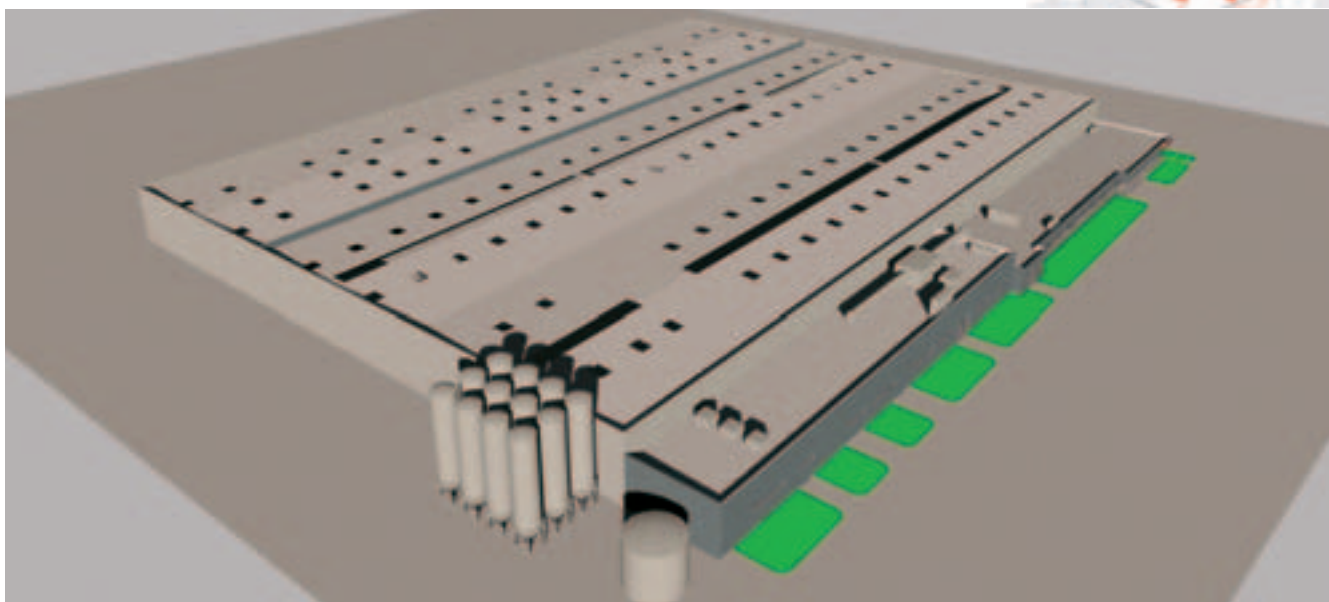
Superfos' new factory in Lubien Kujawski will be designed to work as a role model of Superfos' expertise and packaging solutions. Best practise from the existing Superfos factories and the latest technology concerning factory layout, automation, R&D capacities, hygiene - and efficiency will ensure a high performance production to satisfy demand in the thriving the Region.

"At the basis of our production will be a strong mix of high technology equipment, a strong factory layout and last but not least a skilled and trained workforce and management. With these basics in place, we aim to build an active R&D focus and secure product safety and a quality control that ensure high quality solutions for our customers' production and their customers," says Factory

Manager Daniel Momot, and continues:

"The new factory also means that we get closer to our market and customers as well as our suppliers operating in the region. This means that we will tighten the entire production chain to the advantage of logistics, delivery performance, customer service and customer relations. We are looking forward to invite

everyone to see the new factory and to actively guide and inspire our customers in their choice of packaging solutions.



3 basics of high performance production

- A strong factory layout and high automation of the production process will ensure hygienic production, high product quality and efficient work processes.
- To ensure smooth, correct and efficient handling of the production processes we emphasize a skilled workforce. Ongoing training and education of employees will be in focus at all times, and a number of the employees also bring valuable experience from employment at the existing factory in Fabianki.
- Finally, a coherent management group will ensure coordination between Production, Sales, Customer Service and Logistics, as well as exchange of best practises and know-how within Superfos Europe.

Active R&D

One of the core production competencies at Lubien Kujawski will be to actively participate in innovation and product development. R&D in Superfos is part of every single employee at every single unit of Production, Product Management, Sales and Customer Service. That is why it is important to be close to both key customers and their markets.

Among other things, the factory at Lubien Kujawski will be active in test runs of new product ideas and features, as well as be able to manage quick adaptations and implementations of new projects.

Certified production

High product safety and hygiene regulations are at the heart of Superfos quality. The Superfos total production plant upholds all relevant certificates and hygiene regulations including ISO 9001, ISO 14001, HACCP (DS 3027) and a quality- and hygiene control system based on BRC/IOP.

Production at Lubien Kujawski will accordingly uphold the strictest guidelines for high quality and hygiene standards and the necessary certifications for environmental and quality production will be at the base of production.

Paints - a market in motion

New technology, high automation and performance are the corner stones of Superfos' production

Paint is one of Superfos' key market segments. We offer a variety of solutions with unique features, shapes and decorations that add value to a brand. This combined with the many built-in advantages of plastic packaging also provides unique opportunities for conversions from metal to plastic solutions.

We have asked one of our paint customers, the Polish manufacturer Malfarb to give a perspective on market development and the role packaging plays in brand positioning.

Marketing Manager
AGNIESZKA BOROWSKA from
Malfarb accounts:

"We believe there is great

market potential for paints of high quality in the entire region. Malfarb has been active on the Polish market since 1982 and especially export to Ukraine is currently growing. We carry brands for both high and low end and have also specialised in an ecological paint product line that is doing very well. Consumers in the region are becoming increasingly aware of what they buy and demand quality inside and out.

Packaging that stands out

The increasing consumer awareness also places greater demand on how we pack and present our brands.

Malfarb has a strong position in the private segment and sell about 90 % of our produ-

ction through building markets and DIY centres etc. For this reason, our paints have to make a strong impression on the shelves and decoration and shape are paramount to catch consumer attention.

In our experience, premium decoration makes a big difference in the private consumer market. The products have to radiate quality. 2,5 years ago, when we launched a new product line using Superfos containers with offset lacquer, sales increased significantly.

The unique decoration possibilities within offset with lacquer are without a doubt one of the key reasons for choosing Superfos' solutions to represent our paint. Furthermore, plastic solutions provide easy

and economic handling as they are light and strong. We also promote a number of our brands in rectangular containers and they have become very popular in the market.

New opportunities to support growth

With the new Superfos facility, we hope and expect that more Superfos solutions will support our further growth in Poland and the neighbouring countries. We hope to increase our product range with rectangular container to also encompass sizes 3, 5 and 10 litres. We look forward to expand our good relations and partnership with Superfos."

New initiatives

Enforce your branding with superior packaging!

That was the main theme on Superfos' stand at the Taropak fair – and we experienced a great interest in ongoing dialogue

Our presence at the Taropak fair was received with an extraordinarily positive response. The dialogue was centred on how you can strengthen your brand and optimize production, handling and logistics with unique packaging solutions. And it was a great pleasure to experience the dedication and involvement that customers on the Polish market show.



Strong relationships and continued dialogue

At Superfos, we hope the positive dialogue will continue. It is very important that we build partnerships with our customers in order to truly serve and guide them in their packaging choice.

Close relationships with our customers enables us to be in touch with market development and trends at all

times – and, thus, ensures that our solutions help create preferences for our customers' products. Establishing the new top modernised production platform is part of this effort.

In Poland and the Central Eastern Region our customer relations will primarily be handled by (Photos):



*Piotr Suminski,
Regional Sales
Director*



*Artur Charuta,
Area Sales
Manager*



*Bartosz
Pietruszka,
Area Sales
Manager*



*Marcin Utrata,
Area Sales
Manager*



*Josef Horvath,
Area Sales
Manager*



*Guna Upmale,
Area Sales
Manager*

PIF Gold medal

The unique SuperSeal® was awarded a PIF Gold medal at Taropak.

The SuperSeal® solution combines a unique closure system with demands for high quality and product safety.

The key is a combined PP lid and PP seal that eliminate the need for aluminium seal, optimizing production efficiency and hygiene.

An ultra thin lid seal area allows for short sealing time, which means mini-

mum exposure of the content. Furthermore, the lock mechanism offers end-users an effective re-close function with small hooks under the skirt that hitch onto the lid when re-closing, making storage easy and safe long after the seal is broken. Altogether, the new SuperSeal® meets the increasing demand for packaging solutions that uphold high product hygiene throughout production and



offer tight and user-friendly closure systems that secure the freshness of the products in production, in storage, at the store, and at home.