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Persson will participate at 2016 PACKEXPO in Chicago as part of a new progressive growth strategy.

At two of the world's largest packaging exhibits, Persson reveals a new global marketing campaign that features Persson's handle applicator. Large visuals and descriptive content show how easy it is to install Persson's handle applicator into a Gluer / Folder machine and how effective it works producing quality handles at speeds up-to 10,000 handles per hour. Handles are now possible to apply to packages for just some few cents each. Visit Persson's booth N-6062 at PACKEXPO in Chicago November 6-9, 2016.

Carrying packaging technology further

Persson Innovation is a global market leader in the design and manufacture of handles for the packaging industry. Philip Yorke reports on a company that continues to excel and innovate with packaging solutions that enhance brands and consumer convenience.



Persson Innovation was founded in Kumla, Sweden in 1982 following a visit to the US by the directors of a leading Swedish converting company who realized that there was a growing demand for carrying solutions in the packaging industry. One of the key entrepreneurial staff at the company, Olof Persson, came up with a unique carrying solution and the best way to produce it. Persson began work in his basement in the late 1970s and the company Olof Persson Innovation was born.

The current brand name Persson Innovation (PI) was first registered in 1982 and new manufacturing facilities were established in 1984. Persson's innovative idea quickly became an international success and the unique carrying device is still being exported to the company's main markets, which include North America, South America, Europe and the Far East.

Today the company is a global leader in its niche market and retains its culture of being a family run company despite the fact that it was acquired in 2012 by Connecting Capital, a private equity company.

Persson Innovation has decades of experience providing high quality services and products to the packaging industry. Even before Persson Innovation started to produce its first handles, the company already had more than 20 years experience in the packaging industry producing paperboard cartons and other packaging products. It is this wealth of experience that the company's success is built upon and for which it is recognized worldwide.



Increasing global reach

For many years the company has worked in close partnership with a machine manufacturing company called Nordgren Konsult (NK), that designed, built, installed and serviced the automated application machinery PI's customers have used to enable them to optimize the company's range of products. In 2012 the new owners of PI decided to merge the two companies and during the same year increased its presence in North America. Since then the company has continued to expand its global reach with a growing network of agents and distributors and the opening of a new office in Belgium.

"We continue to see steady growth in our diverse global markets and business segments. We offer a high level of quality at a competitive price, however, it is our service that sets us apart from our competitors. Since we come from a family background we maintain that mentality as for us business is not just business but something that we live and breathe every day.

"Add to this our unique range of products, which can be customized to suit a customer's specific needs, and strong products which can carry up to 30 kg, we can offer a complete solution. We provide the optimal solution for our customers from the design of the handle to the machine applying it in line at our client's manufacturing facility. We are willing to work from the concept stage of a project to the final product solution thereby adding value throughout the packaging supply chain," said Kristian Nordgren, plant manager at Persson Innovation.



Innovation driving sales

As the company's name implies, it is innovation that is behind its on-going success. Persson Innovation sells carrying solutions and its customers come to it for answers to complex packaging challenges. The company will be exhibiting its unique product range at FachPack this year, as Nordgren explained: "Historically we have seldom been at any trade shows, but with the change of owners in 2012 we decided that it was time to get our name into the general packaging market, not just with the converters that we normally target and where we are already well known.

"FachPack last year was only the third trade show we have exhibited at and then we focused on getting people to recognize our brand. However, this year we will focus on the complete carrying solutions we offer. We will also exhibit at PackExpo in Chicago later this year. We have some new innovations to launch and some important improvement projects that we plan to market and implement this year so there is plenty of exciting new product news to follow in the months ahead."



Committed to sustainability

Persson Innovation is committed to work for a sustainable environment and has set management guidelines to support its environmental care program. This includes minimizing its use of raw materials, commodities and energy, and to work preventively for continuous improvement in the environmental field.

In addition Persson strives to meet or exceed the requirements of the laws, regulations and ordinances concerning the protection of the environment.

Persson also continues to decrease the use of resources and when it comes to paper, all the company's handles are produced using only paper that meets the EU regulation number 1935/2004.

For further details of person Innovation's range of unique carrying solutions visit:
www.perssoninnovation.com

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