

Bong puts even more focus on growing its ProPac range

As a part of Bong's efforts to further grow its ProPac range (specialty packaging), a new business unit has been formed, **Bong Packaging Solutions**. ProPac has grown by about 30 percent annually in recent years and net sales in 2011 amounted to more than SEK 500 million. The trend towards more distance shopping (e.g. e-business), a growing need for attractive and easy-to-use gift bags in retail stores, and higher security requirements for many shipments has resulted in an increasing demand for ProPac products.

Bong Packaging Solutions will mainly focus on three areas: Gift bags and other solutions for gift packaging in retail stores (**Retail Solutions**), Machinery and materials to effectively package products purchased through e-commerce or mail order (**e-business /Machinery**), and various types of security packaging made from Tyvek® or similar materials (**Security Solutions**). Furthermore, Bong Packaging Solutions will have the product management and assortment responsibility for Bong's total range of ProPac products. Initially, two manufacturing units (Nybro and Luxembourg) will be included in Bong Packaging Solutions. The goal is to continue to achieve a rapid organic growth with the ProPac range in the coming years and, if the right opportunity arises, also make complementary acquisitions.

Morgan Bosson has been a member of Bong's Leadership Team since 2005 and so far worked in parallel with the Nordic countries, Russia and ProPac. Morgan will take the position as Business Unit Manager/Managing Director for Bong Packaging Solutions on a full-time basis from April 2012. The recruitment of a new Business Unit Manager for Nordic and Russia is underway. Until a new manager is in place, Bong's CEO, Anders Davidsson, will take the role as Business Unit Manager Nordic and Russia.