

Committed to

Excellence

All about perfection



BUDELPACK



Extensive geographic coverage With a portfolio of facilities spread across Western Europe and growing towards the east, Budelpack has a presence in virtually all key markets in Europe. Besides the benefits of regional focus when applicable for certain products, it also enables Budelpack to deploy production to the most skilled or economic site. As a learning organization, Budelpack actively fosters the sharing of expertise and creation of synergies between plants, technologists and commercial personnel for the benefit of brand owners.

“Outsourcing enables focus, speeds implementation, reduces cycle time, lowers switching costs, and addresses skill shortage and bandwidth issues.”

– Scott McPherson, Shell Services International, Inc.





Leading in customer value We wouldn't be where we are today without customers, who entrust sourcing, manufacturing, packing and delivery of key products to Budelpack, year after year. Winning and keeping industry leaders as customers takes a lot more than simply doing your job perfectly. What it takes is seeking and finding more ways to add value; taking initiative, thinking jointly with customers about new ways to enlarge market share and improve margin; sharing a vision on the future of the business we are in.



“Skills are not lost to the organizations, but are retained in the marketplace. The real issue here is whether the organization loses the capability of being a smart purchaser.”

– Prof. Simon Domberger





Leveraging value
Delivering
promises

The invisible hand Go shopping for toiletries, beauty products or home care products, and chances are you'll buy one or more products that have been manufactured, packed, and perhaps even invented by Budelpack. You won't see our name on any product, but you can count on the quality and value you expect from the brand, because the production has been entrusted to Budelpack.





Commitment The decision to outsource manufacturing is not taken lightly. Among others, product quality and commitments to customers are put into the hands of another party. With a track record in contract operations spanning four decades, Budelpack understands this like no other. Driven by an absolute commitment to excellence throughout its operations, Budelpack aims to consistently meet and exceed the expectations of its customers with a range of services that go far beyond the production process itself.



As a 'learning organization', we strive for continuous improvement in all that we do, living and advancing our core values:

Focused and Pioneering,

Owning & Sharing,

Constructive & Resourceful,

Driven & Daring.



Buy and Build Our growth and the evolving landscape of our plant portfolio - with several major transactions annually - reflect our Buy & Build strategy. When our customers needed new capabilities and capacities, the Budelpack implementation has always been fast-track: acquisition, investment, rationalization, and if necessary, divestment.

Boosting brand value Today, Budelpack adds significant value to the overall competitiveness of its clients. Driven by a commitment to operational excellence, our manufacturing facilities consistently outperform the industry, while our talented, creative and motivated staff provide our clients with no-nonsense advice and innovative ideas to help them keep their products competitive.

Budelpack is at the forefront of the consolidation trend in FMCG operations, and aims to be among the top two in its chosen market segments.

"Whenever a company produces something internally that others can buy or produce more efficiently and effectively, it sacrifices competitive advantage"

– Prof. James B. Quinn





Meeting changing needs

Business Process Outsourcing is today a key business strategy of major brand owners worldwide. By providing a comprehensive range of services and broad geographical coverage for key segments, Budelpack aims to satisfy this evolving demand, and continue to be the services vendor of choice.

Tougher competition, more uncertainty With competitive pressures escalating, innovation and adaptability are essential survival strategies. Markets change with increasing suddenness, products are becoming commoditized, prices are continuously under pressure, and e-commerce is already an everyday reality. Shorter product life cycles and uncertain forecasts make buying and production commitments riskier. The ability to make customization decisions "just in time" can reduce costs and increase the likelihood of success and enable unplanned opportunities to be capitalized on. Outsourcing of non-core operations is increasingly being recognized as the solution.





Leveraging brand value Budelpack has built its business on enabling FMCG producers to confront these issues. Outsourcing to Budelpack shortens the time to market and reduces switching costs, while a reserve of specialized skills or capacity is always on hand for opportunistic initiatives. Brand owners can concentrate on the core processes that deliver the greatest value (such as R&D and marketing), and delegate as much of the supply chain as they wish to Europe's most efficient manufacturing organization. By leveraging on Budelpack's production expertise, they can create scope for innovation and brand-building, while reducing their capital needs and boosting shareholder value.

Leveraging external production expertise

- Triggers product and market innovation,
- Reduced capital costs,
- Improves shareholder value, and
- Ensures a higher Return on Investment

"Business Process

Outsourcing is becoming recognized by savvy executives as a strategy for helping companies focus on their core competencies and providing bottom line benefits"

– Yankelovich, global study





Highly focused

Like consumers, brand owners have choices. With their core business increasingly shifting towards innovation and brand-building, the manufacturing partner of choice must have a proven capability of absorbing more and more of the non-core processes in the relevant brand segments.

Continuous improvement At Budelpack, our core business is manufacturing, and even after three decades we are still driven by continuous improvement and maximizing operational efficiency. Waste is a dirty word at Budelpack, and the elimination of waste material and underutilized capacity is one of the major financial benefits for leading multinational businesses when we acquire their existing plants. Budelpack runs a lean business. Moreover, by implementing multi-branding manufacturing platforms in the key categories, Budelpack is able to create scale advantages that generate cost savings for its customers.

Segment focus By specializing in the strategic segments of liquids and creams for hair care, skin care and domestic hygiene, Budelpack has become Europe's leading manufacturer in terms of production and packing capabilities for these highly sensitive products.





Manufacturing focus Opportunities can be very brief. Budelpack supports its customers with manufacturing capabilities to accomplish new product introductions and innovative sampling campaigns in the key liquid, cream and flexible segments within the shortest time to market and at minimum cost and risk. As the trend to Business Process Outsourcing gathers momentum, customers are increasingly relying on Budelpack for first-class support throughout the entire manufacturing process, from product inception through to packing and distribution. We aim to be seen – and experienced - as a world-class provider of end-to-end supply chain services.

“A weakness of internal specialization is that it lacks competitive pressures. Competition adds powerful incentives to raise productivity, to improve quality and to innovate”
– Prof. Simon Domberger



Sustainable excellence

Selecting a manufacturing partner is not a beauty contest. It's what's below the surface that leads to long-standing reliability. Budelpack stands out by creating more value for its customers.

Innovative power Staying competitive means continuously reinventing products, processes and strategies. Besides designing novel packaging formats and new, tested formulations at Budelpack's innovation centre and laboratories across Europe, Budelpack continue also to develop new processes and methods aimed at improving product margins. At a higher level, by listening attentively and "thinking outside the box", Budelpack executives have frequently proposed innovative manufacturing strategies to help customers overcome frustrating barriers to success.

Customer's voice The best intentions are of no use if they are not what the customer wants. It has become a way of life at Budelpack to be attentive to customer needs and wishes, and to achieve continuous improvement in customer satisfaction with Budelpack and its services. This has led to a sharp focus on the customer's voice in everything we do.



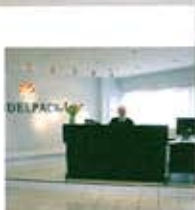


Excellence: more than just words Our own success comes through the success of the companies and brands we serve. Having built an excellent manufacturing enterprise with a unique pool of talented and skilled people, we know we can help customers achieve impressive results when it comes to ramping up the performance of existing brands and categories, or launching new products in an uncertain environment. Because operational excellence is a commitment from the top down, we can never accept less than optimum performance.

We invite you to find out more. Better yet: let us prove that we mean what we say. We're confident you will find that Budelpack's commitment to excellence is more than just words.

With numerous specialized plants throughout Western Europe, Budelpack provides top multinational clients with a consistent high level of service throughout Europe.





Personal care

- Hair care
- Bath & shower
- Skin care
- Colour cosmetics
- Deodorants
- Fragrances

Home care

- Laundry care
- Surface care
- Dishwashing products

Packaging technologies:

- Bottles
- Jars
- Vials
- Sticks
- Roll-ons
- Tubes
- Pouches (stand pouches, water-soluble pouches)
- Sachets
- Cartons

Budelpack services:

- Contract manufacturing
- Contract packing
- Formulations development
- Packaging development
- Supply chain management
- Corporate purchasing
- End-to-end supply chain services