



## INTERVIEW



**MR KLAUS KESTEL**

**AREA SALES MANAGER ASIA PACIFIC, HEINZ GLAS GMBH**

### Section I – Profile

Name: Klaus Kestel  
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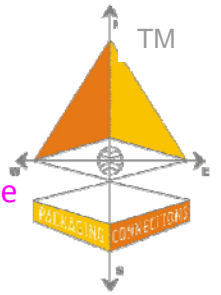
### Section II – Professional

**❏ Please provide a short write up on your work profile related to Packaging.**

I am the responsible person for the Heinz Group in Asia and the Pacific area and my main focus is it to establish new contacts, support existing clients/customers, create new business and decide which production facility within the group (there are manufacturing plants in Germany, Poland, China and Peru available which can cover all kind of cosmetics from luxury to mass market) will be best suitable to do the work.

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**❏ What are your key challenges at work and what would you want to change in packaging industry.**

Although we are offering our patented “Flex-Technology” enabling us to produce different items at the same time on one machine in order to serve different kind of customer demands in terms of quantity the biggest challenge is to do the splits between ups & down in our industry with all issues it brings with it. I would therefore wish to have a stable percentage of enquiries/demands from the market at all times which would make things much easier.

**❏ Where do you see your organization in 5 years in relation to packaging industry.**

In 5 years time our internationally aligned organization wants to keep and strengthen its position at the peak of the cosmetic glass manufacturers worldwide.

**❏ Could you share with us your plans for the future.**

Our organization (in particular for the glass division) will definitely grow, as customers honor the long term and reliable business relationship with us. This will most probably cover all parts of a company (turnover/profit, number of employees, machines, etc.) enabling us to come up with new, fresh, ground-breaking innovations for example in decoration technology.

**❏ What are three important tenets (Principles) that you work by when beginning a new packaging project?**

A: Be honest with your partners at all times

B: Work as close as possible to the customer’s expectations and therefore gather as much information as you can about customer and project

C: Have a positive attitude when starting a project although some details might look to be impossible to realize at first sight – better you cross out the word “impossible” from your portfolio of vocabularies; a really inventive, persistent, success-oriented and team-based company like Heinz will always come up with a proper solution.



### Section III – Opinion on packaging industry.



#### ❏ What are the key success factors for suppliers in packaging industry?

The key factors for suppliers (and not only in the packaging industry) are being innovative, quick, honest, open, reliable and should have a high level of service to offer.

#### ❏ What are the challenges of customers in the packaging industry?

We are forced to come up with new ideas regarding design & decoration on a regular basis, keep the development & lead times short, need always be prepared to have backup solutions “in petto” and of course we need to be competitive in terms of pricing vs. offered quality

#### ❏ What are the recent trends in packaging industry that has impacted the market more than others?

Most recently it seems that more and more customers are reducing their new developments for fresh and weird designs but using standard items with the latest decoration techniques available in the market to upgrade them. The Heinz group is partially the only supplier to offer metallization with laser cut, gluing (which can be done fully automatic at Heinz), spray paint with haptical effects like “soft touch”, “flocking” and “wet-look” or special print techniques enabling decoration of difficult shapes (uneven, over radius).

#### ❏ Where do you see packaging industry in 5 years from now?

Personally I think the wheel will not be newly invented. The biggest progress will be made in the area of decoration. Furthermore I believe that “glass” as a packaging material will still rule the cosmetic market when we talk about perfumery and cream jars.

#### ❏ Any Suggestion for [www.packagingconnections.com](http://www.packagingconnections.com)

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