News Release

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**Hoffmann Neopac Names Martin de Olde as Sales Director, Tins Business Unit**

*Thun, Switzerland* – **Hoffmann Neopac**, a global provider of high-quality tins for the infant food, wellbeing and consumer goods industries, has appointed Martin de Olde as the company’s new Sales Director for its sustainably growing Business Unit Tins. Mr. de Olde joins Hoffmann Neopac with more than 20 years of experience in sales, marketing and business development.

Most recently, Mr. de Olde has been serving as the company’s Interim Sales & Business Development Manager since Summer 2023. He joined Hoffmann Neopac from his own marketing consultancy. Prior to that, he was Country Head of Marketing & Business Development at GEA Group, and spent more than 15 years in marketing and sales in the metal packaging industry.

Mr. de Olde’s succeeds outgoing Sales Director, Karin Paldanius, who has decided to leave the company by the end of the year.

“In his interim role, Martin quickly demonstrated his experience and innate ability to lead our sales teams in sustainable growth of our tins business across various consumer sectors,” said Christoph Peternell, Managing Director for the Tins Business Unit. “We are confident Martin’s extensive experience and insight will bring him success in his new role.”

Hoffmann has introduced several novel tins products in recent months, including a fully metal version of its child-resistant high barrier tins. The solution represents the next generation of the company’s CR Tins with special inserts. By converting to a fully metal construct, the tins are not only fully recyclable, but also help lock in freshness and provide protection from light. The completely recyclable, mono-material CR Tins are ideal for a wide variety of dry and semi-dry products.

In addition, Hoffmann offers the awarded “Green Steel” option for all its tins produced in Switzerland and the Netherlands, which reduces the carbon impact of tinplate production by 70%. The company has also recently installed a second 3-piece food can line in the Netherlands under special food-compliant production conditions to expand the supply of infant food cans.

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**About Hoffmann Neopac**

Hoffmann Neopac is a privately-owned company, headquartered in Thun, Switzerland. The group produces high-quality metal and plastic packaging in six locations: HOFFMANN tins in Thun and Holland; Polyfoil® and plastic tubes with NEOPAC in Switzerland, Hungary and the US; and 3D Neopac in India. Its longstanding customers include international pharmaceutical, cosmetics and consumer goods manufacturers in the European, North American and Asian markets.

In the Business Unit HOFFMANN, the company employs around 165 employees and has a capacity of 900 million tins. The company is dedicated to sustainability in both its manufacturing processes with renewable electricity and corporate culture, including a dedicated eco-conscious packaging portfolio. For more information, visit [www.hoffmann.ch](http://www.hoffmann.ch).