



**texen**  
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**Press Release, February 1, 2022**

**Texen acquires PRP Creation's flexible packaging activity (pouches and Doypacks), with plans for its global development**

**This logical business combination offers great opportunities for the Luxury and Beauty packaging sector. On the one hand, PRP Creation wishes to concentrate on its core business, while Texen will benefit from this acquisition to enhance its sustainable portfolio and its innovation capacity at the service of consumers.**

Texen's mission is to transform virtuous materials into positive experiences. Its ambition is clear: to play a major role in the ecological transition of the beauty packaging segment. As such, the group has been exploring the development of flexible distribution systems (pouches and Doypacks). With major opportunities in various segments (makeup, skincare, fragrance...), this industrial technology responds to consumer needs:

- High-performance packaging that reduces waste (high product restitution levels) and limits the need for preservatives (airless systems).
- Increasing a pack's useful life thanks to pouches as refill systems.
- Reducing the amount of raw-materials used in a pack.
- Recycling of cosmetics packaging (PP/PE monomaterial, for example).

**A smart merger**

In this context, Texen and PRP Creation have been in discussions, resulting in Texen's acquisition of PRP Creation's flexible packaging activity, effective February 1, 2022.

In line with its commitments to sustainability, the cornerstone of its 2025 strategy, this new offer complements and reinforces Texen's multiple CSR initiatives (sustainable materials, eco-design and decoration techniques with a low environmental impact). Texen's customers all over the world will benefit from this offer, available for both bespoke and standard developments. They will benefit from Texen's expertise in R&D and operational excellence.

*"We are thrilled to welcome this new activity as well as the team behind its development," said Texen CEO Rémi Weidenmann. "The combination of our different areas of expertise, as well as Texen's global presence, represent a major growth opportunity for this value proposition, which offers significant eco-design benefits."*



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## **PRP Creation is focusing on its core business**

This divestment will allow PRP Creation to accelerate its growth by concentrating its resources and investments on its core business: plastic packaging, bottles and caps. With patented eco-design innovations (the XTrem pump and capsule made from 100% recyclable plastic), this transaction will help accelerate the launch of such developments on the market. PRP Creation also aims to cater for growing demand and maintain its flexibility, and will integrate a mold maker

at its facility in the coming months and continue to invest in its machine park through the acquisition of fully electric extrusion blow molding and air-blown injection with IML robotization. These numerous investments will allow PRP Creation to expand its market coverage with more sustainable solutions.



*“This operation is strategic. It will allow PRP Creation to enter a new growth phase, driven by desirable, sustainable innovation, said Joël Viry, President of PRP Creation and the group STLinks. We thank all of our employees who have contributed to the development of this activity. We will accompany the transfer of the activity so that this differentiated offer continues to grow.”*

## **About PRP Creation**



Based at the heart of the Plastic Valley, PRP Creation (160 employees) offers full packaging solutions (bottle + distribution system + décor) for cosmetics, fragrance, skincare and toiletries. Thanks to its expertise in the three main molding techniques (injection, extrusion blow molding and air-blown injection) and in decoration techniques (screen printing, hot-stamping and pad printing), it produces millions of bottles each year in its French factory. For several years, eco-design has been at the heart of its development and innovation strategy in order to offer sustainable solutions (reducing carbon dioxide emissions, 100% recyclable products).