

## PRESS RELEASE

Schwaebisch Hall, April 29, 2024

### Successful year for OPTIMA

The Optima packaging group, one of the world's leading manufacturers of packaging machinery, looks back on a successful year 2023. The revenue of the family-owned company rises to 620 million euros and the number of employees exceeds 3,150. The outlook is also promising: incoming orders will continue to drive further growth in 2024.



Hans Bühler (left) has handed over the CEO position to Dr. Stefan König. (Photo: Optima)

"We attribute this growth to the outstanding commitment of our employees as well as our customers and partners", say Hans Bühler and Dr. Stefan König, who assumed the role of CEO of the Optima packaging group from Hans Bühler in April 2024. The company is an attractive employer for over 3,150 employees worldwide. Last year, the number of jobs increased by 200, with similar plans for this year.

"We are on a good path into the future. What matters is that we continuously realize new solutions for highest quality, productivity, and flexibility with passion and

#### OPTIMA packaging group GmbH

Steinbeisweg 20  
74523 Schwaebisch Hall  
Deutschland

Phone +49 791 506-0  
Fax +49 791 506-9000  
info@optima-packaging.com  
www.optima-packaging.com

Managing Directors  
Hans Buehler  
Jan Glass

Commercial Register  
HRB 571090 Stuttgart  
VAT-No. DE145209170  
Tax No. 84060/09756

Member of



pioneering spirit. Customers, from start-ups to global players, particularly appreciate our extensive market and process knowledge," describes König the core of the success story. Bühler adds, "It's not just about machines: Innovative services help our customers operate these machines 24/7 for many years. Our digital solutions are state of the art, with multimedia training solutions, online connectivity to machines, and automatic self-monitoring as essential parts of our offerings. In November, Optima received an award for its digitalization strategy and customer-focused implementation of digitalization solutions.



In November, Optima was awarded the "Allianz Industrie 4.0 Award Baden-Württemberg" for its digitalization strategy. (Photo: Optima)

## **Investments as a commitment to the head quarter in Germany**

At the main location in Schwäbisch Hall, there are now over 2,100 employees working. The good order situation and continued positive outlook prompted the company to purchase a previously rented area with over 17,000 square meters of production and office space. This is where the new headquarters will be located. Furthermore, there is enough space for major projects and a new training center. Over 180 young people are undergoing training or studying at Optima.



Over 180 young people are undergoing training or studying at Optima. For this purpose, a new modern training center is being built in Schwäbisch Hall. (Photo: Optima)

Internationally, investments continue: a location was established in Puerto Rico, more are to come in 2024. The focus is primarily on the service sector and proximity to the customer.

## **Good prospects in future industries**

In the pharmaceutical industry, Optima is a reliable partner for turnkey solutions. Filling systems with integrated cleanroom technology facilitate the customer's mandatory validation for production approval. Products such as injectables, vaccines, and biopharmaceuticals reach patients quickly. Around 250 guests from 25 nations visited the "Pharma Forum" in Schwäbisch Hall in September.



At the "Pharma Forum" industry gathering in Schwäbisch Hall, around 250 guests from 25 nations visited Optima and were able to gain insights into the production of high-performance filling systems. (Photo: Optima)

In the consumer goods industry, Optima is preferred by customers especially if they have demanding projects: Whether it's cosmetics, coffee, or milk powder - if the product requires challenging filling technology, sustainable packaging, high volumes, or maximum flexibility, there's no way around Optima. The highlight of 2023 was the introduction of the "Module Smart" filling machine for cosmetics at the Interpack trade fair, which has become a bestseller.

Particularly satisfactory: The order intake for highly efficient packaging machines for hygiene products has significantly improved.

Optima also offers solutions for the energy transition: The technologies for producing life science products such as wound dressings have been transferred to the production of fuel cells.

## About OPTIMA

Optima supports companies worldwide with flexible and customer-specific filling and packaging machines for pharmaceuticals, consumer goods, paper hygiene and medical devices markets. As a provider of solutions and systems, Optima accompanies these companies from the product idea through to successful production and throughout the entire machine life cycle. More than 3,150 experts around the globe contribute to Optima's success. Over 20 locations in Germany and abroad ensure the worldwide availability of services.

**Press contact:**

OPTIMA packaging group GmbH  
Denise Fiedler  
Group Communications Manager  
+49 (0)791 / 506-1472  
[pr-group@optima-packaging.com](mailto:pr-group@optima-packaging.com)  
[www.optima-packaging.com](http://www.optima-packaging.com)

Thank you very much for your publication. We look forward to receiving a digital specimen copy.