

Two day exchange of information with our sales partners:

International Agents Meeting in Perlen and Müllheim.

Presentations, factory tours, events – in two packed days the basis was laid for a long-term, successful cooperation with our international agents.

One year after the acquisition of ac-folien GmbH and to mark the completion of the integration project, our international representatives and pharma specialists came together in April 2008 to exchange views and experiences.

The goal: Integration in the new sales structure

As a consequence of the integration, we carried out a fresh analysis of the sales organisation in most countries last year and made strategic decisions about the future partners of Perlen Packaging.

Shortly before the Interpack, the agents came together for the first time as a group and met our employees at Perlen and Müllheim. The main priorities of the meeting were to get to know each other, to initiate a transnational exchange of views, to give an update about recent and planned investments and to communicate our future strategic direction.

41 agents from 25 countries

A large number of our agents followed our invitation to attend the meeting and became actively integrated in the new sales organisation of Perlen Packaging. The participants appreciated the discussions with the factory sites and with their fellow agents from all over the world. Like a patchwork family, open and easy-going, the longstanding partners of Perlen Converting AG got to know with the new members from the circle of ac-Folien's former agents.

Kick-off with strategic direction

The two days were split into three parts: presentations, factory tours and an event.

On the first morning, the presentations were primarily about strategic direction, but also covered following topics:

- our market position
- our recent investments
- our newly established Key Account Management
- our product innovations and development projects.

This laid the foundation for a homogenous level of know-how amongst our representatives in the market.

Factory tours in Perlen and Müllheim

The afternoon of the first day and the morning of the following day were set aside for site tours. Despite the ongoing construction work at Müllheim, our colleagues there managed the logistics issue with aplomb.

Magical snowy experience

The event at the Stanserhorn mountain on the evening of the first day was supposed to be accompanied by sunshine and a panoramic view of the Alps. Due to inclement weather it developed into an «adventure in the snow». However, the snow storm turned out to be an absolute highlight, especially for our friends from Asia and South America and ended up with us making a snowman at an altitude of 1900m.

A new team forged

After two intensive days with many interesting discussions and a commemorative certificate with group photo to take home, the foundation has been laid for a long-term cooperation and successful integration of Perlen Packaging's international sales organisation. ■

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