**Royal Hordijk opens branch in Germany**

**Delft, 29 June 2022 - On 1 July Royal Hordijk will open the doors of a new branch in Germany: Hordijk Verpackungen GmbH in Heusenstamm. Our new branch is the result of the demerger of cooperation organisation Miko-Hordijk GmbH. Hordijk also sets ambitious goals in Germany.**

In Germany, Hordijk had been running a sales organization together with Miko-Pac from Belgium for 15 years: Miko-Hordijk GmbH. With the establishment of Hordijk Verpackungen GmbH, Hordijk is responding to a growing market for plastic packaging from our eastern neighbors. "Especially in the field of PET, in which Hordijk is market leader in the Netherlands, we see plenty of opportunities in Germany," says Markus Ziechner, country manager of Hordijk Verpackungen.

**Expected growth**Besides the German branch, Hordijk has five branches in the Netherlands. It is expected that the growth will only increase in the coming year. Germany in particular is expected to show strong growth. The choice to open a branch here was therefore quickly made. "We hope to tap into a new market, especially among medium-sized companies in Germany," says Markus. "We have already proven ourselves in the Netherlands and Germany with large clients. Of course, we are expected to grow. That is also my goal!"

**The German market**There are important differences between the Dutch and German markets, Markus explains. "In Germany, PET is still lagging behind PP in the market for plastic trays. But PET offers unique possibilities, especially in the field of recycling. Hordijk has already demonstrated this in the Netherlands. This enables us to exploit our market potential with this material in Germany as well." In doing so, Hordijk in Germany naturally draws on its Dutch experience. "In the Netherlands, Hordijk is the market leader. This is partly due to how we are able to produce mono packaging with PET and PP," explains Markus.

**Recycling of PET**The packaging market in Germany is in full swing. Here lie new opportunities for Hordijk. "The market is competitive. This is a challenge. But I foresee solid growth for our market in Germany and German-speaking countries over the next ten years." In June, Royal Hordijk won the 'Afvalfonds Verpakkingen Award 2022' in the Netherlands. This illustrates what is possible, also in Germany. Markus: "Especially with the recycling of PET, Hordijk in the Netherlands is much further advanced than other European countries. We increasingly have the possibility to recycle PET tray-to-tray. That's what we need in the plastics industry."

**Royal Hordijk**Since 11 May, Hordijk has gone through life as Royal Hordijk. A great honor and crowning achievement of our centenary. Markus sees the importance of the designation. "I notice how proud colleagues in the Netherlands are of this. It is wonderful that Hordijk receives this recognition. It shows that Hordijk is on the right track, both in the past and now. That together we can look forward to a bright future."

**Ambitious goals**Hordijk sets ambitious goals. This has everything to do with our values: connecting and sustainability. We go along with social developments and are ahead of the market. It's not for nothing that our family business has existed for 100 years. And on 1 July, the time has come. Hordijk is reshaping its future in Germany. Markus: "We are extremely pleased that we can now really get started. Together we look forward to serving our customers in Germany as Hordijk Verpackungen GmbH." Thus, Hordijk in the Netherlands and Germany will face the next 100 years with confidence.

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