

Connecting values



Christian Czech & Yuichi Takayanagi



CONNECTING VALUES

An interesting new joint venture, Toyo & Deutsche Aerosol GmbH is bringing the spirit and experience of Japan’s leading aerosol contract filler Toyo Aerosol Industry Co., Ltd together with the strong European reach of Germany’s Care Connection GmbH. Emma-Jane Batey spoke to the managing directors of both companies to find out how this is being achieved.

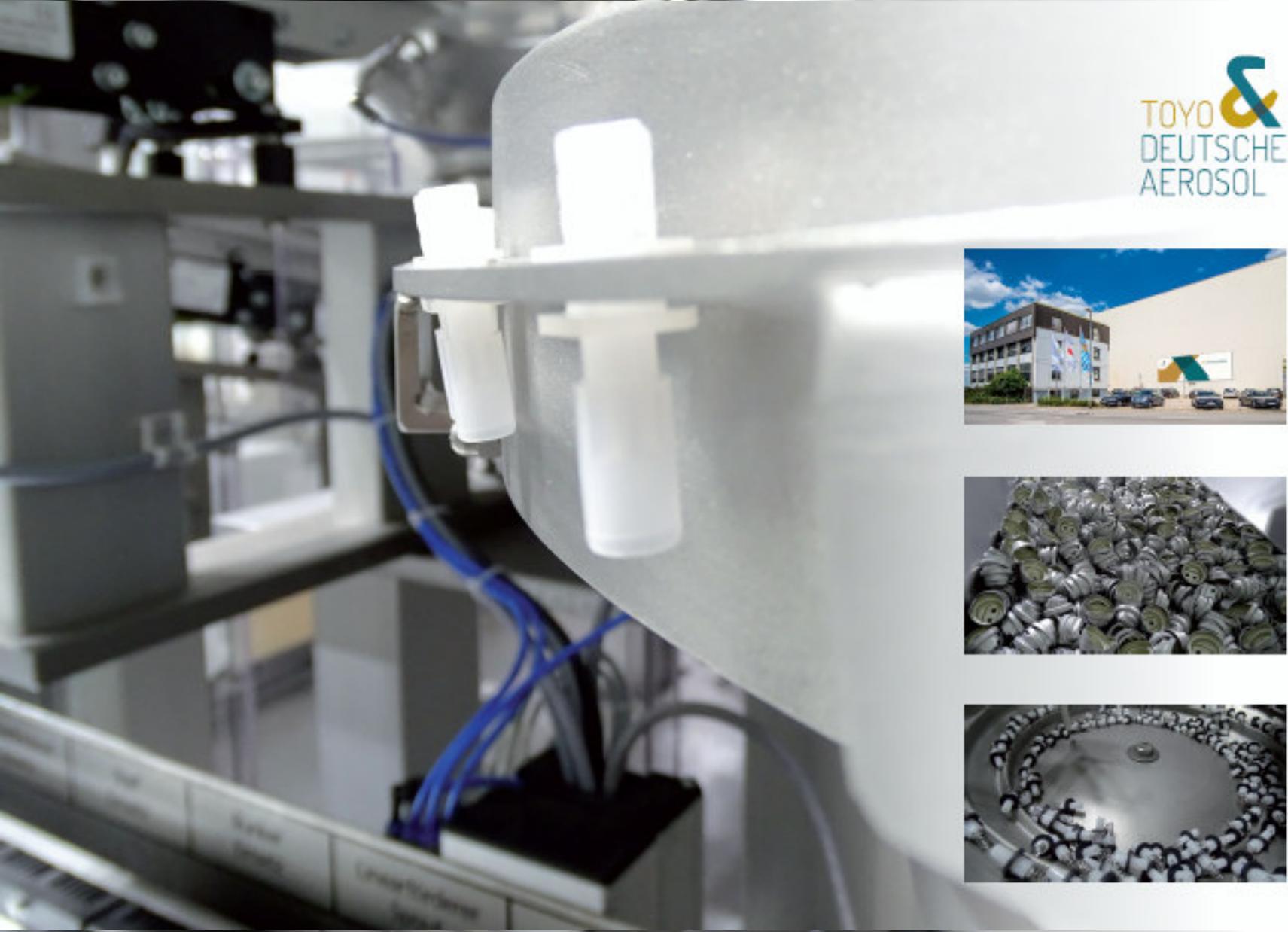
Toyo & Deutsche Aerosol has been created following the strategic joint venture between Japan’s leading aerosol contract filler Toyo Aerosol and Germany’s highly respected Care Connection. The partnership is the perfect balance of knowledge and a strong European footprint, bringing together two of the most well-known companies in their fields to create a truly unique aerosol expert, which aspires to improve the life’s of consumers with smart, innovative aerosol technologies.

Toyo Aerosol, headed by president Yuichi Takayanagi, is the largest contract filling manufacturer in Japan and part of the Toyo Seikan Group Holding, the world’s seventh largest packaging company. As a pioneer in the aerosol field, Toyo Aerosol is truly an innovator. Managing director of Toyo & Deutsche Aerosol, Akira Tada spoke to Packaging Europe to explain more about the company’s strengths and its plans to bring its unique experience to the important European market. Mr. Tada said, “We are a key part of the

huge Japanese Toyo Seikan Group, which is listed on the Tokyo Stock Exchange, employs more than 20,000 people and has over 100 facilities worldwide. As the largest contract manufacturer of aerosols in Japan we have a terrific reputation for creating, manufacturing and delivering high quality, innovative aerosol packaging for a large range of customers worldwide.”

Ready for action

Mr. Tada noted that the joint venture with Care Connection, which was initiated beginning of this year and started operations in April, is a major step forward in Toyo’s global expansion. He said, “We decided to establish the joint venture corporation with Care Connection in Germany as a base for manufacturing and selling aerosol products in order to expand our business in Europe. We’re now here and ready for action!” >



Working closely alongside Mr. Tada is Christian Czech, CEO and 49 per cent shareholder of Toyo & Deutsche Aerosol. His extensive experience in the packaging industry makes him a valuable part of the newly-formed company. Mr. Czech told Packaging Europe, “I was born in an aerosol can! Along with my family, I established and developed the CZEWO, one of Europe’s biggest contract manufacturing groups, which we sold some years ago. Now I am purely dedicated to our exciting joint venture by bringing my knowledge and connections of the European aerosol packaging market together with the huge scale of Toyo’s investment and global reach.”

Both Mr. Tada and Mr. Czech explained how the name Toyo & Deutsche Aerosol is key to representing the marriage of the two operations. Mr. Czech said, “The ‘&’ between Toyo & Deutsche is very important; we’re connecting values and combining the best of two cultures... all the customers, the opportunities and the innovations. It’s a connection of two like-minded operations into one company that can deliver truly exceptional quality and service, but more importantly can improve the life’s of consumers with smart, new aerosol technologies.”

Incredible foundations

Collectively, the joint venture brings over 100 years of contract manufacturing experience in the aerosol packaging industry with more than 60 years of solid presence in Japan. Mr. Czech added, “We know aerosols by heart. We’re bringing together the best values and technological advances of Asia with the innovations and on-the-ground knowledge of the European packaging industry. We will be bringing our customers the very best possible experience of developing, manufacturing and filling all types of aerosols – all with an innovative twist.”

That innovative twist is expected to reap big rewards for Toyo & Deutsche Aerosol. It’s fresh-thinking, award-winning DUAL aerosol is a truly new introduction to the market: an aerosol can that combines two bags into one can, the DUAL has quickly become successful. Mr. Czech explained, “The DUAL is a game-changer. With this two bag, one-can solution, it is possible for the first time for products to be mixed and dispensed at the same time. They can be kept separate in the can until the exact moment they are required to be mixed. The DUAL is proving highly valuable for products like glues and hair colours, where the product stays fresh and can be used a little at a time, just as needed.” The DUAL is an ecologically-responsible offer too. Totally reusable and recyclable, it is also supporting a ‘less waste’ focus by allowing products to be used as required rather than all mixed with only a little used.

The Toyo & Deutsche Aerosol joint venture is based in Neutrabbling, Germany, in the Bavarian countryside not far from Munich. By the end of 2015 the company’s state-of-the-art facilities will be totally finished, representing a €12 million investment in premises, technology and machinery. Mr. Tada added, “It’s a serious investment for a start-up, but Toyo & Deutsche Aerosol is not any start-up! We have decades of high-end contract aerosol experience gained across the world. We also have the strength of a global group with production facilities and blue chip customers across the world and the passion of a respected figurehead. We’re ready to go!” □

Visit: www.tokyo-pack.jp