

## Ecolean expands its global reach with new sales office in Australia

Over the past three years, Ecolean has rapidly expanded its global reach with several new offices around the world. In order to cover the important and dynamic markets in Australia and New Zealand, Ecolean now opens a regional sales office in Sydney, Australia.

Even though Ecolean has been present on the Australian market for the last ten years, as the packaging supplier for Bannister Downs Dairy Farm's successful range of dairy products, the new office in Sydney is Ecolean's first on the continent.

Johnny Sajland, Regional Director Asia North & Oceania, "It's really amazing how well our complete offering fits these markets. Both the strong domestic market and the expanding export of dairy and beverages from Australia and New Zealand are searching for unique and innovative packaging solutions such as ours. Solutions that offers a comprehensive range of sizes for both chilled and ambient distribution, but also meet many important customer demands such as differentiation and convenience".

The packaging industry in Australia is expected to grow from approximately 28 billion units in 2016 to 31.3 billion units in 2021, according to data and insights solution provider Global Data. And both Australia and New Zealand are markets characterized by packaging that enhances the utility of the products such as on-the-go packages, sustainable packages and stand-out packages.

Lots of consumers and the food service industry in Australia and New Zealand are keen on moving away from buying products in packages that don't support a sustainable lifestyle. They realize that having your favorite dairy product or beverage in a package that is lightweight and takes up less space in the waste bin simply makes more sense, says Johnny Sajland. ♦



Johnny Sajland, Regional Director Asia North & Oceania and Managing Director Ecolean China, Japan, Indonesia, Malaysia & Australia.