**ROVEMA takes over Hassia India** July 17th, 2020

On July 16th, 2020, ROVEMA signed an agreement to acquire Hassia Packaging Pvt. Ltd. (hereafter Hassia India). Hassia India was previously part of the IMA S.p.A. Group. The company is firmly established in the mid-price segment, especially in Asia and Africa and, like ROVEMA, is very active in the food segment. In addition to classic Vertical Form, Fill and Seal machines, Hassia India manufactures technologically powerful multilane sachet Form, Fill and Seal machines, e.g. for packaging liquid detergents or cosmetic products in sachets. This acquisition, allows ROVEMA to complete its international portfolio with a strategically important and very solid service and assembly location. The middle price segment in Asia and Africa has hardly been targeted so far, so can now be served quickly and reliably. The additional location in India also strengthens the ROVEMA service offer and enables the expansion of the comprehensive Life Cycle Service concept for Africa and Asia.

ROVEMA Managing Director Jens Torkel: "Hassia India fits precisely into our strategic alignment. The expansion of our market presence with local production in South East Asia will be significantly accelerated with this acquisition. Hassia India is a company with a very good service orientation and can already show intensive experience in dealing with sustainable packaging materials".

As with the acquisition of DL Packaging in January 2020, Hassia India will continue to operate under its existing brand name. The strengths of the company are to be further developed in the ROVEMA network in close cooperation with the long-standing Managing Director Mr. K. Ravi. Strong competencies in the powder segment on both sides, together with complementary expertise, e.g. in the production of portion packs for liquids, can be optimally coordinated. The current employees at the production site in Pune will remain.

ROVEMA's sustainable orientation is also decisive for the long-term cooperation. Commenting on Managing Director K. Ravi: "Hassia India has been a leader in value development in the segment of Vertical Form, Fill and Seal technology for years. Through innovation and also through   
Indianizing German technology. Our customers in India, South East Asia and Africa have set new standards with our support. Rovema is a strong brand with similar values and is a world leader in technology. Hassia India is excited about the acquisition and we are sure that we will be able to offer our customers new attractive offers and a plus in technology and added value".

**About ROVEMA GmbH:** With passion and the experience of more than 60 years, ROVEMA develops and builds packaging machines and systems, which meet the complex requirements of the modern circular economy. ROVEMA thinks holistically and considers the environment, the market, the product and the packaging in projects from the beginning. This enables the development of efficient and sustainable packaging machines with high availability. A sustainable solution that matches the characteristics of the product to be packaged and its requirements in terms of logistics, packaging material, durability and energy efficiency is a top priority for ROVEMA. A successful concept - ROVEMA has already delivered more than 30.000 machines and systems worldwide and employs more than 600 people. In 2019, ROVEMA achieved a turnover of about 100 million Euro.

**About Hassia Packaging Pvt. Ltd (Pune, India):**

Hassia India has been in European hands since its foundation in 1997. The specialist for the vertical packaging of powdery, lumpy and liquid products in the mid-price segment has an installed base of more than 1000 packaging machines. Hassia India employs around 100 people and achieved a revenue of approx. 5 million EUR in 2019.



Fig.: ROVEMA managing director Jens Torkel.

|  |
| --- |
| Fig.: Hassia India Managing Director Mr. K. Ravi. |

Your contact:

ROVEMA GmbH

Industriestr.1

35463 Fernwald

Nadja Richter, Marketing & Kommunikation

nadja.richter@rovema.de

Tel. 0641-409-324

Maren Müller, Executive Assistant

[Maren.Mueller@rovema.de](mailto:Maren.Mueller@rovema.de)

Tel. 0641-409-323