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# CARTONBOARD, A BOX THAT "HITS THE SPOT"

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In 150 years of existence, Cartonboard has known how to cross the ages in La Rochette. After being sold to the Cascades group in 1986, then to RDM in 2016 and finally to the German holding company in 2021, it still wishes to cultivate a "family" character, a small child among the European packaging giants.

DID YOU KNOW THAT ? ONE OUT OF EVERY TWO BOXES OF DOLIPRANE IS MADE IN SAVOIE. IN LA ROCHETTE IN PARTICULAR, ON THE CARTONBOARD SITE, WHICH IS CELEBRATING ITS 150TH ANNIVERSARY THIS YEAR. A SPECIALIST IN VIRGIN FIBREBOARD, CARTONBOARD ALSO PRODUCES CUSTOMISED PACKAGING, MAINLY FOR THE PHARMACEUTICAL AND FOOD SECTORS (BARILLA PASTA, FOR EXAMPLE), BUT ALSO FOR LUXURY AND HYGIENE BRANDS, ACCOUNTING FOR 10% OF ITS TURNOVER. "EACH ORDER IS UNIQUE," INSISTS CHRISTOPHE LLORET LINARES, THE MANAGING DIRECTOR.



*Christophe Lloret-Linares, General Manager of Cartonboard, in La Rochechette, since July 2022*

ITS STRENGTH? BEING THE SOUTHERNMOST FOLDING CARTON FACTORY IN EUROPE, "WHICH GIVES US A COMPETITIVE ADVANTAGE. WE REMAIN AN INDEPENDENT COMPANY, DESPITE THE FACT THAT THE COMPANY HAS BEEN BACKED BY A FINANCIAL GROUP, MUTARES, SINCE 2021. WE ARE CHALLENGED BY THE BIG SCANDINAVIAN AND AUSTRIAN GROUPS, FOR EXAMPLE. OUR ADVANTAGE IS OUR GEOGRAPHICAL POSITION, A GOOD REFERENCING WITH THE BRANDS AND AN ASSUMED FLEXIBILITY COMPARED TO THE OTHER GROUPS. NOT TO MENTION MADE IN FRANCE, A CRITERION THAT IS BECOMING INCREASINGLY IMPORTANT TO OUR CUSTOMERS. ITS CUSTOMERS, MORE THAN HALF OF WHOM ARE FRENCH (THE OTHERS BEING MAINLY ITALIAN OR SPANISH), NUMBER AROUND TWO HUNDRED. WITH 150,000 TONS OF CARDBOARD PRODUCED PER YEAR, CARTONBOARD HAS FOUND ITS CRUISING SPEED. THIS DOES NOT PREVENT IT FROM THINKING ABOUT INNOVATIONS, SUCH AS FAT BARRIER PACKAGING FOR FROZEN FOODS, FOR EXAMPLE. "THE BAN ON PLASTIC, PARTICULARLY IN THE FOOD INDUSTRY, IS AN OPPORTUNITY FOR OUR PRODUCTS," SMILES CHRISTOPHE LLORET LINARES.

LAST YEAR, THE PRICE OF WOOD SOARED BY ALMOST 30%. WE ARE IN COMPETITION WITH THE MANUFACTURERS OF PELLET STOVES, WHICH ARE VERY FASHIONABLE AT THE MOMENT," SAYS CHRISTOPHE LLORET LINARES. ON THE OTHER HAND, THIS YEAR WE CAN SEE THAT THE WOOD MARKET IS TURNING AROUND. AS EVERYONE HAS PUT SOME STOCK ASIDE, PRICES ARE FALLING". IN 1987, THE COMPANY BOASTED THE FIRST INDUSTRIAL BIOMASS IN FRANCE. "THIS YEAR WE ARE CHANGING THE TURBINE ON THE BOILER. THIS IS THE CULMINATION OF A THREE-YEAR PROJECT, FOR AN INVESTMENT OF 7 MILLION EUROS", THE MANAGER IS PLEASED TO SAY. THIS TURBINE PRODUCES 30,000 MW/YEAR. ALSO, TO CONTROL ITS COSTS AND BE LESS DEPENDENT ON ELECTRICITY PRICES, CATONBOARD HAS CREATED A FIRST PHOTOVOLTAIC FARM OF 3.5 HECTARES IN VILLARD-LÉGER. IT ALSO HAS A SMALLER PHOTOVOLTAIC PROJECT NEAR UGINE. THIS IS A SIGNIFICANT CONTRIBUTION FOR A COMPANY THAT CONSUMES 170,000 MW OF ELECTRICITY PER YEAR.

**1873**

DATE OF CREATION OF THE CARDBOARD FACTORY. SINCE 2021 IT BELONGS TO MUTARES.

**314**

THE COMPANY HAS 314 EMPLOYEES. IT HAS HAD UP TO 2000 PEOPLE ON SITE.

**55%**

MORE THAN HALF OF THE ACTIVITY CONCERNS THE FRENCH MARKET. THE REST IS EXPORTED.

**168M€**

CARTONBOARD HAS AN ANNUAL TURNOVER OF 168 MILLION EUROS

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