

## Press Release

### La Rochette Cartonboard scales up with an ambitious, performance-driven strategic plan

Valgelon-La Rochette (Savoie, France),  
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After a year 2024 marked by strong pressure on the packaging board market, La Rochette Cartonboard—the long-standing specialist in virgin-fibre board and trusted partner to the food, pharmaceutical and premium sectors—has embarked on a **major strategic renewal**.



With the launch of its “**Towards New Summits**” plan, the company is accelerating its transformation to strengthen its position in Europe and open a new chapter in its growth.



**Objective: return to sustained growth as from 2025, surpass €115 million in revenue rapidly and lift productivity by +10% per year by 2027.**

This strategic repositioning builds on 150 years of heritage with a clear ambition: to **make La Rochette Cartonboard a benchmark industrial player—agile, sustainable and delivering high added value for its partners.**

### Three strategic levers to drive performance

#### 1 . Innovate and develop new growth drivers for customers

La Rochette Cartonboard aims to **consolidate its historic markets while expanding into new territories**—particularly the UK and wider Europe. To capture these opportunities, it will intensify **product innovation and tailor-made solutions**: a new kraft board range, designed to meet customer expectations more closely, will enrich the portfolio as early as 2025.

**Responsiveness, reliability and transparency** form the common thread of the new plan. In a consolidating market, La Rochette Cartonboard intends to raise the bar on customer experience and position itself as a strategic industrial partner along the entire value chain.

*“ This customer-centric approach is at the heart of our repositioning. We want to create shared value, build trust and move industry standards forward, ”* notes Béatrice Jacquet, “CEO Nouveaux Sommets”, Managing Director of La Rochette Cartonboard.

## 2. Invest and transform for enhanced industrial performance

**A large-scale investment program** is already under way—€10 million for the biomass boiler in 2023 and €1.5 million in 2024 to modernise refining. By 2027 further priorities will target production lines, logistics, quality control and the work environment, with the goal of achieving more reliable, efficient and faster operations.

Transformation will accelerate around **six key axes**—workplace environment, performance, simplification, development, agility and cross-functionality—aimed at **boosting productivity and strengthen a resilient, more profitable industrial model.**

In parallel, an internal transformation program will draw on some fifty employee-driven continuous-improvement initiatives—including the 5S method (workplace optimisation), lean practices (waste reduction) and waste-management measures—in order to strengthen the agility and efficiency of our industrial model.

*“These investment and continuous improvement programs are not merely technical; they are deep levers for transforming our equipment, methods and performance culture. They will make us more reliable, more responsive and less resource-intensive—fully aligned with our clients’ expectations,”* adds Béatrice Jacquet, “CEO Nouveaux Sommets”, Managing Director LRC.

## 3. Rally people and partners around a collective performance project

The collective spirit lies at the heart of the “Towards New Summits” project. To support this strategic renewal, **La Rochette Cartonboard’s employees are stepping up:** more than 50 cross-functional working groups will be launched by the end of 2025.

The company is also strengthening its workforce with over **fifteen new hires planned** in industrial, support and commercial roles.

An intensified training program will accompany the transformation: 30 % of employees will be trained each year in continuous-improvement methods and workplace quality of life.

Finally, the company wants to **bring its entire value chain on board through a partnership approach**, setting up collaborative working groups with customers, suppliers and other key local stakeholders. Together they will identify performance levers in quality, sourcing, logistics and traceability.

*“This human and partnership dimension is a key lever for embedding the ecosystem durably in the company’s transformation, fostering engagement and securing lasting performance,”* adds Béatrice Jacquet, Chief Executive Officer of La Rochette Cartonboard.

## **A company rooted in its region and committed to sustainability**

With 280 employees and more than twice as many indirect local jobs, La Rochette Cartonboard remains true to its **Savoyard roots and short-supply-chain model**. The majority of its sourcing is regional, and the company plays an active role in building a local, sustainable wood sector.

The new strategic plan further **intensifies the ecological transition**, with concrete commitments by 2027:

- 20 % reduction in rejects,
- ongoing improvements in energy efficiency,
- additional certifications,
- continued partnerships with sawmills and local authorities.

*“This plan maps out a clear and ambitious trajectory for the company—sustainable for our employees, differentiating and engaging for our teams, partners and stakeholders, and transparent for our financial backers. We are scaling up and accelerating the momentum already under way. What we are launching today is more than an industrial plan; it is a collective strategic project focused on growth, performance and trust,”* concludes Béatrice Jacquet.

### **About**

*La Rochette Cartonboard SAS is an industrial producer of virgin-fibre packaging board, serving French and international clients in the food,*

pharmaceutical and cosmetics sectors. Located in Valgelon-La-Rochette (Savoie) since 1873, the company employs 280 people.

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