



As featured in  
*The CEO Magazine*  
For more info visit  
[theceomagazine.com](http://theceomagazine.com)

# LEADING through INNOVATION

Ukrplastic uses safe and ecologically sound processes to produce high-quality, flexible packaging materials. The company strives to achieve excellence in quality and service by anticipating the needs of its customers.

Images courtesy of Ukrplastic

Ukrplastic began in 1927 as an enterprise for the production and repair of wooden containers. Since then, the company has evolved in synchronicity with the packaging industry in Ukraine, and has constantly been at the forefront of innovation in its sphere. Ukrplastic takes pride in supplying the needs of international corporations including Danone, Nestlé, and Tchibo, along with many other world-renowned players in the food, cosmetics, and pharmaceuticals industries.

Ukrplastic's President Irina Mirochnik has been with the company for more than 20 years. Since Irina and her husband took over the business, €150 million has been invested and one of the most modern flexible packaging plants in the world has been built. Irina's family owns most of the business so she has a strong interest in seeing the company succeed.

*“Despite the situation that has developed in Ukraine, Ukrplastic is financially well off, has continued to work hard for the benefit of the customers, and is continually developing.”*

- Irina Mirochnik

According to Irina, the key principles that she follows to create a healthy business include honesty, integrity, a passion for work, and the ability to work.

“The main goal of the company is the development of the company,” Irina states. Due to the social and political turmoil that has dominated public life in Ukraine over the past year, this goal has become increasingly ambitious. “The recent events that have taken place in our country have influenced all spheres of life, including our company—we are no exception. Despite the situation that has developed in Ukraine, Ukrplastic is financially well off, has continued to work hard for the benefit of the customers, and is continually developing.”

“On the other hand, we are facing new challenges that have never been heard of before, and we are working to control them, to overcome them, and to go ahead. The military operations in the east

of the country have affected the company's activity and its people. Many of our employees have been mobilised into the army and they are protecting our country at the moment.”

The company's team is regularly sending containers with food and medical preparations to the zone of anti-terrorist operations. Ukrplastic also provides the necessary support to the forced migrants from the zone of anti-terrorist operations. “Some of the relatives of our employees have had to evacuate from their territory because of military action, and we continue to help them with this. There is one more macro-economic movement that influences our company's experiences,” Irina explains. “The insurance companies have withdrawn the premiums of the Ukrainian companies, and they have downsized the financial limits for the Ukrainian companies. Under these circumstances, we have to talk more closely with our clients, so as not to lose their confidence. We >



successfully solve these problems, and have not lost any of our most important customers and suppliers. Moreover, we expect to receive new orders since many of our competitors cannot cope with the emerging challenges.”

Ukrplastic has a long list of certificates and awards in these areas, along with an extensive

*“Rotoflex is celebrating a 12-year partnership with Ukrplastic based on trust, reliability, and strong synergies. Both companies have succeeded in tackling the increasing demands of the packaging market together. Rotoflex looks forward to many years of innovative cooperation with Ukrplastic.”*  
- Heinz Frieden, CEO, Rotoflex AG

history of forward-looking innovations in its production processes. “Our company gives priority to ecological production and ecologically produced packaging,” Irina says. “In the late 1990s, we became the first company in the packaging industry within Eastern Europe to refuse and halt the production of PVC products. We are constantly decreasing the content of environmentally problematic components in the produced packaging material. Here we are not inferior even to the best packaging companies of Europe.

“Year after year, we have been implementing a program to improve energy efficiency and meet higher environmental standards, as well as developing new technology to these ends. In 2013, Ukrplastic joined the international Responsible Care initiative, which is coordinated by the International Council of Chemical Associations.” Responsible Care is an

international movement within the chemical industry, aimed at improving performance with regard to health, safety, and the environment, as well as promoting open and transparent communication.

“Ukrplastic has implemented ISO 9001, ISO 14001, and ISO 22000. Now, the company also operates under the Hazard Analysis and Critical Control Points [HACCP] system, which is a preventative approach to ensuring food safety and ecological standards. In 2014, Ukrplastic successfully satisfied the Grade A requirements of the British Retailer Consortium, which sets international standards for management, production processes, and the safety and quality of manufactured products. In Eastern Europe, Ukrplastic is currently the only manufacturer of packaging material that is certified in accordance with such a broad set of international standards. Our certificates and

industrial base capabilities meet even the most demanding of European customers. We are actively expanding our business,” Irina says.

Ukrplastic invests heavily in the wellbeing of its employees. “Ukrplastic employs about 1,500 people. In 2014, the company was acknowledged as the best employer of the year. Our company employs families, and they are welcome to begin their careers by working at Ukrplastic.” One of the ways the company ensures it is in touch with its employees is through its independent trade union. Moreover, the management at Ukrplastic is closely monitoring the observance of labour laws and social programs.

“Ukrplastic management and workers have signed a collective agreement, which is strictly observed. Within the framework of this collective agreement, we are constantly bringing our employees great benefits, including training courses to help our workforce understand the operations of our suppliers, according to their programs. We have recently introduced this program for the suppliers of our equipment as well. We pay for the education of our employees in higher education institutions, and we also pay for the professional education of our employees relating to the packaging industry.” In addition to this support, Ukrplastic maintains connections with Ukraine’s leading universities to provide internships for young people.

Ukrplastic is a leader in its industry when it comes to providing opportunities for career growth and professional development. More than 45 per cent of the people working at Ukrplastic have been developed by the company, and this figure rises to 99 per cent at the managerial level. Employees receive additional benefits like transport to and from work, subsidised meals, and access to onsite medical care. Irina sees these measures as vital to developing an innovative workplace.



Ukrplastic takes a similarly caring approach to its relationships with customers and suppliers, by ensuring that the company establishes and maintains free and open communication between stakeholders. “As an established B2B type of company, it is extremely important for us to maintain a personal contact with our clients, and to have a deep understanding of their needs. All of our departments work on the principle that the client is always right, and this is the foundation of the great service we provide. So, our research and development department, our logistics department, and others, are working in close connection with the brand owners in the respective departments of our clients. The best evidence of our success is that our global clients in Ukraine and the Russian Federation help us to establish business with their offices in the EU and are our main partners in our move to Europe.”

Irina believes that open and transparent communication is the key to maintaining thriving business relationships. “We have regular meetings with our suppliers to assess how we are working together, and this helps us to develop and expand.” In particular, Ukrplastic has a special

*“In Eastern Europe, Ukrplastic is currently the only manufacturer of packaging material which is certified in accordance with such a broad set of international standards.”*

- Irina Mirochnik

relationship with five or six select partners, with which the company will continue to discuss and collaborate in order to analyse the market for the next five to 10 years. In addition to these special relationships, Ukrplastic is extending a hand to others in its industry, in order to work in unity to achieve acceptable legislation for the packaging industry.

In 2014, Irina was elected a member of the board for the European Rotogravure Association—the leading international organisation for the gravure industry. On accepting the role, Irina made a commitment to deepen the dialogue with leading professional printers in European countries, participate in innovative projects, and develop technology at Ukrplastic’s facilities. Though Ukrplastic already stands as one of the top-20 manufacturers within Europe’s packaging industry, Irina is determined to improve. “Within the next 10 years, our goal is to be in the top-10 list. Our team and existing industrial base allow us to do so,” she says. Under Irina’s leadership, the company will continue to widen its spectrum of technologies and its portfolio to provide its clients with the best products available in the market. ●

## Rotoflex AG

Creating value with colours



### ROTOFLEX

Rotoflex AG  
Lebernstrasse 40  
2540 Grenchen  
Switzerland

- Phone +41 (0) 32 644 27 70
- Fax +41 (0) 32 644 27 80
- E-Mail [info@rotoflex.ch](mailto:info@rotoflex.ch)
- Internet [www.rotoflex.ch](http://www.rotoflex.ch)

The packaging of food products carries out a very important function – it does carry much information, some of which is a legal requirement. These legal regulations continually prescribe new requirements for the production of food product packaging and the manufacture of printing inks.

#### The first step

In the production of food packaging, the manufacture of the respective printing inks is the first step in the entire process. This means that changes to statutory requirements – for example, concerning permissible constituents or their levels – continually present new challenges for the manufacturers of printing inks.

As an ink manufacturer for food packaging printing, Rotoflex AG forms a key part of the process chain and guarantees legally compliant colours and lacquers for all countries, in which the company has a presence.

#### Customer wishes take first priority

The customers of Rotoflex are constantly confronted with new demands. Here, continual improvements to processes, new ideas in the market place and the enhancement of profitability constitute the critical framework for success. It is against this background that Rotoflex offers a comprehensive spectrum of services. In every project, the objective is to gain a better understanding of the customer, his processes and to make his wishes and requirements an overriding priority.

#### Premium portfolio

Colours are our passion, creative solutions the challenge and shared

successes constitute recognition of Rotoflex as a dependable partner. 40 years of experience and wide-ranging technical expertise enable Rotoflex to offer the customers a premium portfolio. It all combines to make Rotoflex AG the right partner for the challenges of today and tomorrow.

#### Over 40 years of experience

Rotoflex is a leading supplier of solvent-based rotogravure and flexographic printing inks, colour batches and lacquers for the food packaging industry in the high-quality segment. Since its establishment in 1975, Rotoflex has remained an independent company with a head office in Grenchen (Switzerland).