

£1.5m investment to quadruple production capacity at Massilly UK's Swansea facility

The company currently produces 10m aerosol cans a year and the investment, supported by £200,000 from the Welsh Government, will upgrade its existing production line and introduce an additional line, enabling it to produce up to 40million cans a year by 2018.

The investment will secure the sustainable future of the site, create 16 new jobs and safeguard the existing 25 jobs.

Economy Secretary Ken Skates said:

“Massilly operates in an established niche growth market supplying the UK SME sector and is now operating at full capacity. It has seen its turnover increase by 25% over the last three years and this investment in additional plant and equipment will enable it to exploit further growth opportunities.

“I am delighted support from the Welsh Government helped secure this investment for Wales which will result in a significant increase in the company's production capacity while also safeguarding and creating jobs.”

Thanks to that investment effort, the Massilly group wants to strengthen its position in the UK tin plate aerosol cans market by offering local manufacturing and support to its customers.

“We definitively believe that giving a local solution to our customers is the most efficient way to fulfil their expectations. We have developed the same model in Spain for the south of Europe and also in Germany and Russia. Our European network, associated with our local structures, help us to deliver specialist expertise, as well as flexibility,”

said Thomas Bindschedler, CEO of Massilly Group.

The company was supported in its application to the Welsh Government for this discretionary grant by advisory firm Broomfield & Alexander. Director of Grants, Mike Fenwick, commented:

“We were delighted to support Massilly UK with the application process, which involved agreeing key terms and conditions, and

preparing the supporting business plans and financial forecasts to ensure that the application met with the Welsh Government's own criteria, as well as complying with European State Aid rules. The investment is great news for Wales and the local economy and we wish Massilly every success with its new investment."

Massilly UK, established in Wales since 1984 is based at Hendy Industrial Estate, Pontarddulais, is a wholly owned subsidiary of Massilly Holding SA, a private family company headquartered in Macon, France, which has 28 subsidiary companies in Europe as well as Canada, South Africa, Russia and India.

The Swansea plant entered the UK aerosol market in 2012 – the second largest in Europe producing 1 billion cans per annum – targeting the SME sector. The quality of its products, which is considered superior to imported products, has given it a major competitive advantage in winning new business.