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OPTIMA increases sales to record level and creates IT division

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Optima generated more than 85 percent of its sales abroad



In 2018, the OPTIMA packaging group GmbH from Schwäbisch Hall (Germany) boosted its sales by around 15 percent to more than EUR 400 million, marking a new sales record for the company. Optima generated more than 85 percent of its sales abroad.

In 2019, the company is continuing to invest in new buildings at its headquarters in Schwäbisch Hall. An ongoing investment program spanning several years has set aside around EUR 50 million for construction projects. Optima plans to exploit the potential of digitalization even further in the future with an “Industrial IT” division created specifically for this purpose.