

Approved a million times over!

SCHÄFER Container Systems sells over 1,000,000 KEGs

Neunkirchen, February 16th 2016. In selling their one millionth KEG in 2015, SCHÄFER Container Systems passed the 7-figure mark for that year and established themselves as one of the world's most important KEG producers. The manufacturer of container systems for beverages, IBCs and special applications has now sold a total of over 20,000,000 KEGs in its more than 30-year history. Reason enough to intensify their expansion of worldwide exports.

In the view of SCHÄFER Container Systems' head of sales, Guido Klinkhammer, the wide-ranging portfolio and the individual branding potential are what led to over one million KEG sales being achieved. SCHÄFER's extended KEG family includes countless different types: 100% steel KEGs, ECO KEGs with propylene top and bottom rings, fully coated PLUS KEGs and also self-sufficient dispensing systems. Besides all this and a wide choice of filling volumes, the KEGs also offer beverage producers great opportunities for brand presentation. Various labelling and printing processes, along with coloured design elements, provide a striking improvement to the product's appearance. That's why the enterprise is increasingly attracting the interest of young breweries from abroad. One of these growing markets is North America with its craft brewing trend. Distribution channels were recently strengthened there with a subsidiary opening in Atlanta, USA.

Klinkhammer: "We are extremely pleased that our KEGs are becoming increasingly successful on the market for reusable containers. In 2016, we would like to continue where we left off in the previous year. Expanding exports in emerging markets is just as much a pillar of this strategy as the individuality of our products." Besides Kegs, IBCs and special containers in stainless steel for liquids, solids and granulate are also included in the company's portfolio. Here, too, SCHÄFER's performance is more than convincing, thanks to its many years of experience in producing containers, manufactured and equipped to individual customer specifications.

About SCHÄFER Container Systems (www.schaefer-container-systems.de):

SCHÄFER Container Systems, an innovative manufacturer of high-quality container systems for beverage (KEGs) and of IBCs and special stainless steel containers for liquids, solids and granulates, is part of the internationally successful SCHÄFER WERKE. This owner-led enterprise is headquartered in Neunkirchen in Germany Siegerland region and operates globally with diversified business areas: EMW Steel Service Centre, perforated sheets, expanded metal, standard and special containers in stainless steel and installations for data centres, workshops and factories. The work of all our divisions is based on high-quality fine steel sheet. The processing of this material is one of the core competencies of this enterprise.

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