



Rosti 80 *Anniversary*

Inside
Rosti

April | 2024

Chairman's reflections | Our History | Our Staff | Then & Now | Sustainability Vision | CEO Thoughts



Pontus Boman | **Nordstjernan**

Reflections on Rosti Group's **80th Anniversary:** A Journey of Growth and Innovation

As Chairman of Rosti Group, I reflect proudly on our remarkable journey as we celebrate our 80th anniversary. Since joining our portfolio in 2004, Rosti has epitomised the essence of sustainable, profitable growth, a cornerstone of the Nordstjernan Group investment philosophy.

At the time of acquisition, Rosti was a €30 million single-site business. Today, it stands as a global player with a turnover exceeding €400 million, a testament to our strategic vision and commitment to nurturing thriving businesses. Our investment hypothesis centers on fostering capital-efficient operations, and Rosti's contract manufacturing model exemplifies this ethos, delivering one of the strongest returns on investment in our portfolio.

Over the years, Rosti has undergone transformative changes, expanding our footprint across diverse geographies. From entering China in 2007 to acquisition of PCI, USA in 2021, we have strategically diversified our global presence, achieving a balanced portfolio across the US, Europe, and Asia. This geographical expansion has not only mitigated risk but positioned Rosti as a truly global leader in plastic injection



moulding.
**Setting the Standard for
Operational Excellence**

What sets Rosti apart is our relentless pursuit of operational excellence and customer-

*“Looking ahead,
I envision Rosti
continuing to
lead the charge
in an ever-
evolving plastics
landscape.”*

centric approach. Visiting Rosti's plants, I've witnessed first-hand our cutting-edge capabilities and unwavering commitment to innovation. From advanced manufacturing techniques to design capabilities, Rosti remains at the forefront of the industry, driven by a decentralised model

that empowers plant managers to steer the business with autonomy.

**Integral role in the
Nordstjernan Group**

Rosti's contributions extend beyond our operational success, enriching the wider Nordstjernan Group. As a major holding, Rosti's strong cash flow and dividends bolster our ability to allocate capital effectively and manage risk exposure. Moreover, Rosti's strides in finance, sustainability, and operational excellence serve as invaluable resources for our portfolio companies, fostering collaboration and shared learning.

Building a Sustainable future

Looking ahead, I envision Rosti continuing to lead the charge in an ever-evolving plastics landscape. As plastics play an increasingly integral role

in various industries, Rosti is poised to drive innovation and sustainability initiatives, designing for recyclability and leveraging green materials to meet the challenges of tomorrow.

In the next 80 years, I see Rosti not only as a pioneer in plastic manufacturing but as a beacon of sustainable growth and innovation, embodying the values and vision of Nordstjernan Group. Together, we will navigate the complexities of the future, guided by a steadfast commitment to creating long-term value and shaping a brighter tomorrow for generations to come.

[Read the article](#)

Our History



Our history of precision plastic injection moulding solutions dates back to **1944**. Founded in Denmark by Rolf Fahrenholtz and Stig Jørgensen,

Rosti began with the production of buttons by means of injection moulding, shortly after the second World War. This innovative and relatively new method provided increased production at a lower cost compared to conventional press moulding.

In **1948** the company began to produce mixing bowls and dinnerware in melamine. The Margrethe mixing bowl, named after Queen Margrethe of Denmark and designed by the renowned Danish industrial designer Jacob Jensen at Sigvard Bernadotte and Acton Björns design studio for

Rosti, remains a kitchen icon after more than 60 years since its first production and more than 50 million bowls have been sold. By the mid-fifties, Rosti was producing melamine cosmetic packaging for the cosmetics empires, Elizabeth Arden and Helena Rubinstein.

In **1965** Rosti became a limited company. The company also began producing plastics for petroleum companies as petroleum started to become a widely used fuel at this time. Rosti received its largest order for 2,000 10 litre jugs for the oil giant BP. The production of jugs for a number of other oil producers including: Shell, Esso and 4K followed and Rosti became one of the biggest producers of plastic petroleum jugs, in addition to its existing melamine production capabilities.

In **1971** Rosti became a part of the A.P. Møller – Mærsk Group, a world leader within shipping, oil

and logistics. Fortified by the solid reputation and financial stability of its new owner, the same year Rosti began to acquire a number of companies in several countries throughout the world including USA and Mexico, forming the Rosti Group.



In **1989** Rosti became two divisions; Rosti Industrial and Rosti Houseware. In 1993 the houseware division was sold to the Dutch company Mepal BV and merged to become a single enterprise which is today known as Rosti-Mepal.

1999 onwards – Rosti opens new facilities in Poland, Germany, China, Dresden and Malaysia

In **2010** Rosti's industrial division, with activities in Europe and Asia, was acquired by the family-controlled Nordic investment company Nordstjernan and became a wholly owned part of the Nordstjernan Group. Ownership has provided us with the benefits of resources, financial security and the solid reputation of both past and present partners.

In **2022** Rosti acquired Plastic Components Inc (PCI) making the group a truly global partner to all our customers.

1944

Founded in Denmark by Rolf Fahrenholtz and Stig Jørgensen,

1965

Rosti became a limited company

1989

Rosti became two divisions; Rosti Industrial and Rosti Houseware.

2010

Rosti was acquired by the family-controlled Nordic investment company Nordstjernan

1948

The company began to produce mixing bowls and dinnerware in melamine

1971

Rosti became a part of the A.P. Møller – Mærsk Group

1999 onwards

Rosti opens new facilities in Poland, Germany, China, Dresden and Malaysia

2022

Rosti acquired Plastic Components Inc (PCI) making the group a truly global partner to all our customers.

Introducing you to **three** of our **long standing members of staff**



Sally Yaw - Human Resource Director

How has Rosti changed over the years?

It's a long story! Growing together with Rosti China, I have witnessed the company's prosperity (sales reached 1.6billion RMB in 2018), the change of our mother company (from Maersk to Nordstjernan), the struggle during the economic crisis in 2009, and the business downturn in the past three years. Times are changing, customers and businesses are changing. But, Rosti Chinas culture has always attracted a group of excellent Rosti people striving for Rosti's future even in tough times.

What are the things you've done at Rosti that you're the proudest about?

Pat Williams and Shirley Ding, part of the Rosti team, both trust me and support me. Meanwhile, I have a very professional and dedicated HR team.

So I am very proud and happy to work at Rosti.

What do you love doing the most in your work?

Designing the programmes to promote the Rosti culture and develop our capabilities. I also enjoy developing the systems or platforms to improve the work efficiency and employee experience.

How long have you been with the company?

I have been in Rosti China for 22 years.

What's the best advice you can give to someone who has just started their career?

Be proactive and open, keep curious, results oriented and be willing to succeed!

Pat Williams From **apprentice** to **SVP**

Pat Williams began his journey with Rosti as a 16 year old apprentice in London. Beginning his career as a trainee moulding technician, Pat has seen his role change many times over the years!

Having seen Pat's aptitude, David Knight soon persuaded Pat to move to China; Excited to be working with the technical processes of Rosti's capabilities Pat helped build a team and structure in China from the ground up.

Pat soon progressed to MD of Rosti China in 2006 and more recently, Senior Vice President Rosti Asia in 2018. With his leadership, he has contributed significantly to Rosti's expansion in China and Malaysia, reflecting his strong operational and management skills.



Alex Britland - Supply Chain Lead

be good friends, but teamwork goes a long way

How has Rosti changed over the years?

So many changes! But for me personally, I have seen people come and go, but I am lucky to not

only have good colleagues but good friends too

What are the things you've done at Rosti that you're the proudest about?

I have been proud to supported a number of charities with my work colleagues. From abseiling off the Humber Bridge to spending a week-end away with TA's for team building events. I also represented McKechnie Plastics in the first ever world championship Rocket Ball competition, coming in the top three! I have made a lot of friends over the years, not just colleagues but customers also, working with their teams to bring in new products.

How long have you been with the company?

In the summer of 1983 after leaving college and working in an ice-cream parlour. I started working for Rosti, and, after 2 days I told my parents I was not going back to work as I was working on the Sunbeam iron line. They told me until I got another job I had to stay and here I am!

I was asked by Rosti if I would like to start as a Stock Counter. I then progressed into stock control, moving onto Production Planning/Customer Service and was purchasing raw material for Diageo.

What's the best advice you can give to someone who has just started their career?

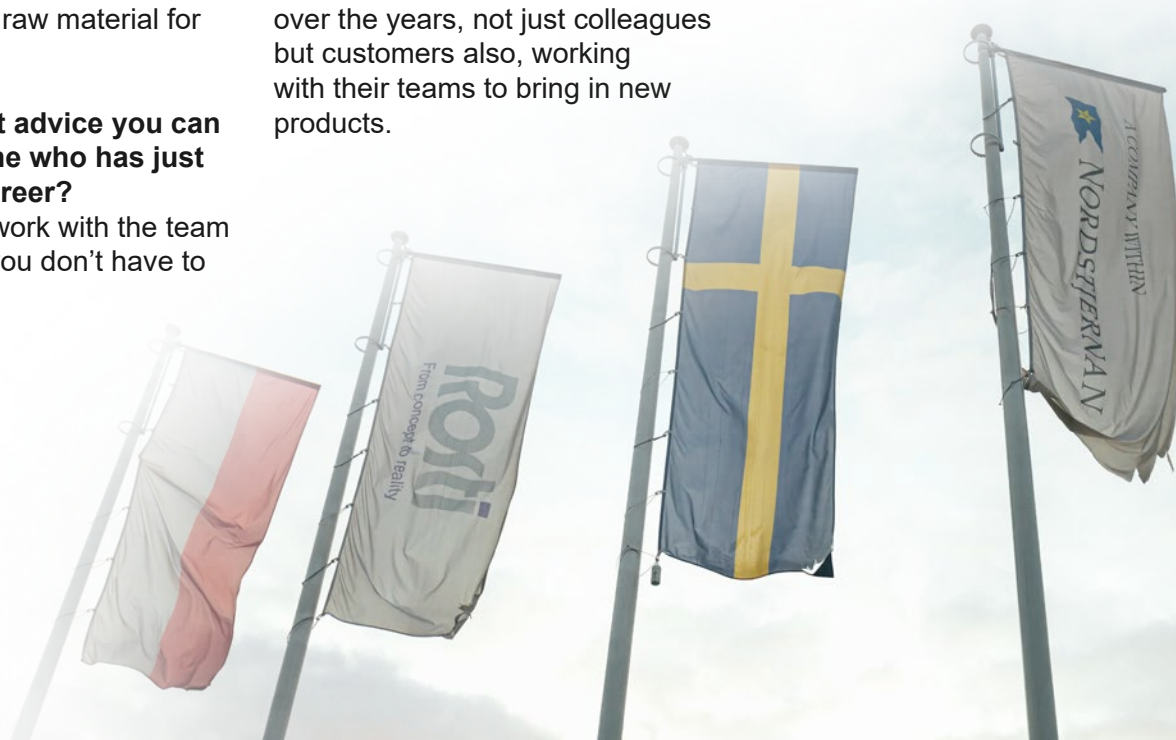
Persevere and work with the team were possible, you don't have to

What do you love doing the most in your work?

Liaising and supporting customers and suppliers with Rosti personnel. We always have a chat and laugh and I love working together as one team.

Tell us something that everyone at Rosti would not know about you, any hidden talents?

No hidden talents, but I love relaxing, spending week-ends in the Lake District walking, tending my allotment and garden. In the winter I enjoy walking on one of the local estates with my dogs, and most of all spending time with family and friends.



How has Rosti **changed** over the **years?**



Then...



Now

Developing our sites

Rosti has expanded and developed over the years, with new sites opening around the world.

Take a look at Rosti Sweden. Founded in **1966** by Bror Gustavsson, a brand new factory was built on what had once been an old potato field in 1969!

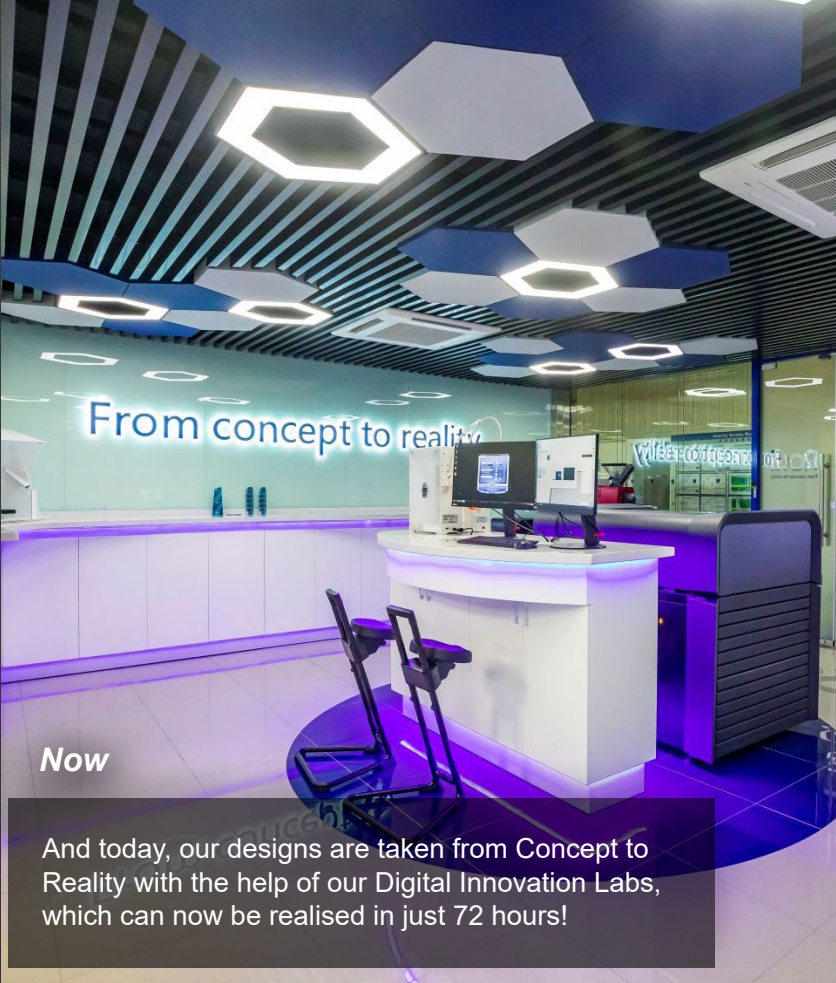
From concept to reality

For the past 80 years, Rosti has been committed to bringing customers' designs to life. And these designs used to start out in our drawing offices.

Take a look at the cornerstone of Stamford Bridge's, Rosti UK, draughtsman's office. A small room for just eight people.



Then...



Now

From concept to reality

And today, our designs are taken from Concept to Reality with the help of our Digital Innovation Labs, which can now be realised in just 72 hours!

Our Production Facilities

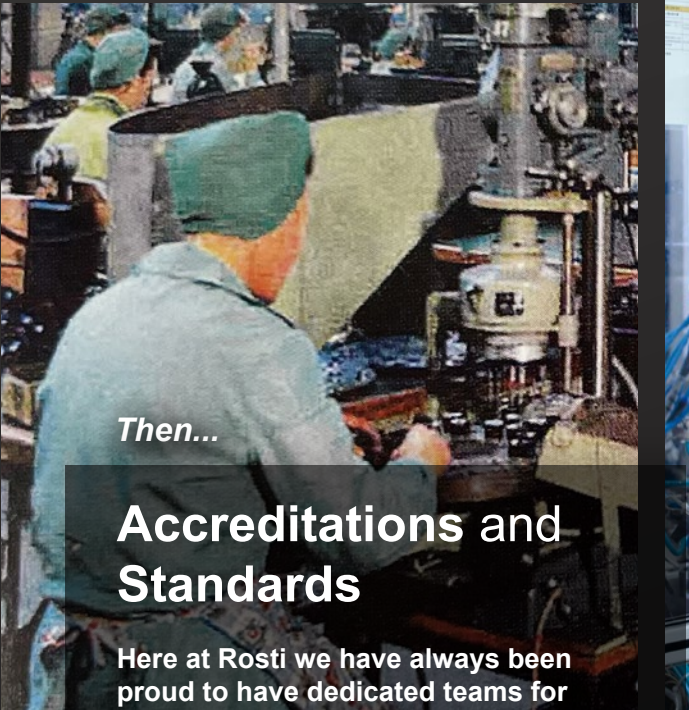
Rosti have always been proud of our production facilities, but it once used to look like this....



Then...



Now



Then...

Accreditations and Standards

Here at Rosti we have always been proud to have dedicated teams for every customer; meeting all regulatory requirements.

And today, Our operational approach in medical manufacturing stands out. Incorporating cutting-edge technologies into medical and consumer health devices empowers our customers in navigating the ever-evolving healthcare landscape successfully.



Now

Our Sustainability Vision today

“Everyone in Rosti, at every point of the value chain, must understand what we should be doing to reduce our and our customers global impacts.”

Jonas Persson, CEO

How do we do this? Rosti and the Circular Economy.

Throughout our industry, we are seeing a shift from a linear economy to a circular economy, with material selection and end-of-life product recycling becoming critical considerations in our sustainable business strategy. At Rosti, we make detailed analyses of new products at the concept design stage, so that they better fit the circular economy model.

These analyses look at material selection, tooling management, production technology, and the products' potential for repair or recycling.

We have a deep belief in the need to move towards a circular economy, and this drives us to work with advanced material developers, machine producers and our customers to support our community and our planet. These efforts are rooted in our values of partnership and integrity, and we take tangible actions to lessen our impact on the natural world.

Rosti are committed to supporting the need to improve the environment for future generations.

Not many of us know that one tree consumes 6-7kg of CO₂ per year and helps save energy. Since 2019 Rosti Poland have planted over 10 280 trees neutralizing over 70 000 kg of the emitted CO₂ and supporting at the same time the local Forest Inspectorate in maintaining forested ecosystems. Our plan is to plant another 14 000 trees still within this year to reach the target of neutralizing 100% of the forecasted emission.

Over the past 12 months, our Sustainability Team has conducted a comprehensive survey of energy consumption across our European sites, identifying significant opportunities to enhance energy efficiency.

We now have an appointed Energy Leader at each of our injection moulding facilities, leading on initiatives to drive improvements in energy consumption and efficiency.

Our aim is to reduce energy consumption by over 10% through energy saving and management measures. With a number of innovative measures in place, along with a roadmap for additional enhancements in the pipeline, this is already progressing well.

To facilitate collaboration and knowledge sharing, Rosti Group has developed an Energy Efficiency 'Community of Practice' for our Energy Leaders to share insights, best practices, and collaborate on initiatives that can support all of our production facilities in reaching our sustainability goals.



Jonas Persson, CEO, Rosti Group -

Celebrating 80 Years of Rosti: A Journey of Transformation and Pride



*“As we celebrate our **80th anniversary**, I am filled with optimism for the future of Rosti. Our **commitment** to innovation, excellence, and **customer satisfaction** remains unwavering”.*

As the CEO of Rosti Group, reflecting on the journey we’ve embarked on over the years fills me with pride. Since my arrival on the board in 2016, and especially since being appointed CEO in 2020, I’ve witnessed the evolution of our company into a truly global leader in plastic injection moulding. Our transformation has been multifaceted, and I am thrilled to share some insights into this remarkable journey as we mark our 80th anniversary.

Over the years, the continuous investment in both our people and capabilities, as well as strategic acquisitions, we have grown our footprint as well as reputation in the global injection moulding sector. One of our most notable achievements has been our transition from being a plastic injection moulding company, solely focused on production, to become a full solution provider. We now offer end-to-end services, from product design and innovation to contract manufacturing and supply chain, enabling us to meet the diverse needs of our customers.

Global Production Footprint

Central to our success has been our global expansion, we now offer

our customers R&D, production and cleanroom capabilities across the globe. With a presence across three continents, including our recent acquisitions in North America, we have solidified our position as a truly international contract manufacturer who supports customers from concept to reality. This expansion has not only broadened our market reach but has also grown our capabilities.

The Rosti Way

Yet, amidst all these transformations, one aspect of Rosti remains constant —our culture and ethos.

Since my early days with the company, I have been captivated by our “small enough to care and big enough to cope” ethos that can be seen every day across our organisation. There is no better evidence of this than the large number of long-serving colleagues who remain with the business today.

I believe this is a combination of strong culture that has remained true and authentic throughout the 80 years as well as the support of being part of Nordstjernan Group.

We respect each other and we have

an open dialogue on how we are improving the company. This open communication is also how we work with our customers, by putting them first all the time whilst providing open and honest feedback, to help them achieve their objectives.

Of course, no journey is without its challenges. One of the most significant hurdles we faced was our endeavour to establish a foothold in North America. However, through strategic planning, we overcame this obstacle and emerged stronger than ever through to the successful acquisition and integration of PCI. Looking ahead, our focus remains on sustaining our growth momentum, staying true to our core values and a market leader recognised for our sustainable and green manufacturing capabilities.

As we celebrate our 80th anniversary, I am filled with optimism for the future of Rosti. Our commitment to innovation, excellence, and customer satisfaction remains unwavering. And as we embark on the next phase of our journey, I am confident that our collective efforts will continue to grow our positioning within the world of plastic injection moulding and remain a great place to work.



Rosti

Rosti Group. Big enough to **cope**. Small enough to **care**.

We would **love** to hear from **you**:  www.rosti.com  Rosti Group