How come paint cans are round?

Emballators’ Stefan Bergström knows the answer

**Why round? After six months as CEO at Emballator Ulricehamns Bleck, Stefan Bergström has had the opportunity to ask both the simple and the difficult questions.**

Stefan Bergström is the chemist who decided to change course. Instead of working in the pharmaceutical industry as he first envisioned, he ended up within the manufacturing industry. Specializing on automation solutions for various business he joined the Sapa/Hydro Group, working as sales director and vice CEO. After 12 years he was more than ready for new challenges in the Emballator Group.

”When you’ve reached the point where you know your industry from every angle and you don’t have to put very much thought into it, it is time for a change… Now, I have to do the analysis every time, learn new technologies and create new connections. I really enjoy it”, says Stefan Bergström.

Being a rookie in an industry whose products have looked the same since the late 19th century is a challenge and an opportunity at the same time, he observes.

”Just the simple fact that paint cans are round. Why? My first reaction was that round packaging are not optimized for transportations – but I soon learned that they are round to prevent the paint from getting stuck in the corners.”

Just because the packaging is well proven, there is no reason to be conservative in production, says Stefan Bergström, who sees great opportunities for innovation and automation.

”It is possible to build flexible yet efficient production lines for a complex mix of packages in low volumes. By thinking smartly and investing in automation, we can meet our customers’ needs of special applications packaging in an even better way. We will invest in production systems based on parameter controls instead of instinctive feel.”

That said, professional knowledge is invaluable in this context, emphasizes Stefan Bergström.

“One of our challenges is to ensure competence and skills within our organization. The employees of the future will be more flexible and mobile, seeking for new impulses. Therefore, we will work hard to create an attractive and dynamic workplace that people are happy to commit to.”

He also sees great development opportunities on the product side.

”I am really excited about consumer orientated products. For example there are many applications within interior design where our materials and production methods come naturally. I’m thinking lamps, lampshades, flowerpots and other details where sheet metal can be the starting point”, says Stefan Bergström, who already feels at home in his new context.

“There is an openness in this industry that I have not seen very often. During my first months with the Emballator Group I’ve been invited to visit several colleagues and competitors within the business. People are friendly and open-hearted. You can tell that they care and wish the best for everyone!”

*Emballator offers and manufactures packaging solutions for both local and global companies and brands who operates in the food, chemical, paint, pharmaceutical, healthcare, lifestyle, body care and cosmetics segments. Emballator has about 900 employees and turnover just over SEK 2 billion. Our companies are divided into three business areas Emballator Metal Group, Emballator Plastics & Innovation and Emballator Packaging UK, with 10 manufacturing units in Sweden, Finland and the UK.*