

# Sustainable packaging company expanding rapidly following Welsh Government support

Transcend Packaging is quickly developing a reputation as a leading innovator in sustainable packaging, specifically for the food service, confectionery, and health and beauty sectors.

It produces a broad range of products, from paper straws through to folding cartons, and has assembled an experienced team of industry specialists who are focused on creating sustainable packaging solutions which meet customer needs while minimizing damage to the environment.

The company has been in talks with the Welsh Government about a package of support for some months and Economy Secretary Ken Skates has now confirmed that Transcend Packaging is set to receive more than £500,000 over three years which will help create around 102 new jobs.

The Welsh Government support is on top of an £11m investment by the company who predicts it will grow its workforce from 20 employees to a target of more than 200 by the end of 2021.

Economy Secretary, Ken Skates said:

“The Welsh Government is proud to be supporting Transcend Packaging as it works to create an additional 102 jobs in Ystrad Mynach. This supports the priorities outlined in Our Valleys Our Future, to create thousands of new, fair, secure and sustainable jobs in the Valleys.

“Not only is the company rapidly becoming a leader in its field, it is also helping one of the biggest global fast food names to slash its use of single use plastic.

“Transcend Packaging’s focus on decarbonisation and innovation is exactly the sort of behaviour we are trying to encourage with our Economic Action Plan and the Welsh Government is proud to be working hard to support such an ethical and forward looking business.”

Lorenzo Angelucci, Managing Director of Transcend Packaging said:

“We founded Transcend Packaging because we aspire to help companies become more sustainable across a broad range of products from paper straws to folding cartons. Our entire Transcend team appreciates the generous support from the Welsh Government and we look forward

to providing jobs in Wales for many years to come.”

“By working in partnership with local and regional government, leading companies and the wider public, we are able to provide innovative packaging solutions that help preserve a healthy environment. We believe that British companies can help drive innovation in sustainability and are proud to be the leading producer of eco-friendly paper straws in the United Kingdom. We applaud forward thinking companies like McDonald’s UK and Ireland who have selected Transcend to provide their paper straws which we will begin producing in Wales this summer.”