

Home – Newsroom – Website News – First Stone Ceremony for Plant Expansion in Thailand

3/19/2018

First Stone Ceremony for Plant Expansion in Thailand

Our colleagues in Thailand are creating new growth prospects in the Asian economic region: With the symbolic First Stone ceremony on 15 March, employees and guests of honor celebrated the expansion of our production facility on a 10,000 square metres building area in Bangplee.



50 million euros will be invested in the site's expansion. The new production area is to be ready for operation in the summer of 2019 and will house the deodorant roll-on manufacturing in particular. "With the capacity expansion of our Thai plant, we are creating additional growth prospects and are further strengthening our position in the Asian economic region," said Ralph Gusko, member of the Executive Board, at the ceremony. Operations Director Markus Daburger also stressed the regional importance of the production center: "With its flexible technological possibilities, this plant plays a strategically important role for the Asia Pacific region. Safety, quality and efficiency were just as much a priority in the planning of the new production facilities as the subject of sustainability."



The ceremony coincided with an even anniversary: 30 years ago, the machinery in Bangplee went online for the first time. Since then the site has grown steadily. In the future, the plant will accommodate a new line that can achieve a maximum production speed of 240 products per minute. It is also to be certified according to the LEED Gold Standard (Leadership in Energy and Environment Design) for environmental construction. Solar panels on the new roof will create 500 kWh. Furthermore, the existing building is being refurbished and modernized, and will hold the new lip care production in the second quarter of 2020.

Beiersdorf in Thailand

Beiersdorf has been represented in Thailand since 1927 and founded its own affiliate there in 1972. The kickoff of cosmetics production for the Asian market took place in Thailand in 1982. Currently, Beiersdorf Thailand employs more than 700 colleagues. In addition to its home market, the plant supplies 43 other countries including primarily countries in the region Asia Pacific.

5/7



Share:

Related Links:

[Beiersdorf Opens New Plant and Innovation Center in Mexico](#)