



Windmüller & Hölscher KG has formed a joint venture with German packing machinery maker Haver & Boecker OHG.

Picture Caption) from left: Windmüller & Hölscher CEO Jürgen Vutz; Aventus Managing Director Kai Lammers; Haver & Boecker Managing Partner Florian Festge.

The new joint company, Aventus GmbH & Co. KG, was formed June 11 as a 50-50 partnership and will specialize in filling technology for open bags, form-fill-seal bags and big bags as well as palletizing and load securing technology primarily for customers in the chemicals, food and animal feed markets.

In addition, Newtec Bag Palletizing SAS, a manufacturer of automatic palletizing systems in Illzach, France, is now a subsidiary of Aventus. The company was previously a subsidiary of Haver & Boecker.

Kai Lammers, who has worked at W&H for the last 16 years, has been appointed to managing director of Aventus. “We think there will be a lot of changes coming up to the whole industry of packaging, flexible packaging, driven by lots of mega trends,” he said, citing the projected growth of the world’s population to around 10 billion people by 2050 as well as the impact of Industry 4.0. Aventus is still in a startup phase now through 2019, Lammers said, but is expected to reach annual sales of approximately 80 million euros (\$93.5 million) once it reaches full production.

For comparison, W&H reported an estimated 835 million euros (\$976 million) in sales for 2017. Haver & Boecker reported an estimated 490 million euros (\$573 million), Lammers said.