



ALLON_I3



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WP3 - Support to the identification of investment projects

MS1- Study and identification of business cases

Overview	
Name of SME	STS Pack Holding Ltd
Region	Gabrovo, Bulgaria
Location	Gabrovo
Focus Area	Laminate tubes production
Business case title	Expansion and Innovation in Laminate Tube Manufacturing
Description	<p>STS Pack Holding has been producing laminate tubes since 1998, as a subsidiary of STS Holding Group. It operates as an independent company since 2003.</p> <p>STS Pack Holding is Our offices and manufacturing facilities are located in Gabrovo, which is the geographical center of Bulgaria, and is well-known for its highly developed industry.</p> <p>The company has long-term clients and partners from all around the world and has always valued the relationship with its international customers.</p>
Stakeholder Involvement	
Key Stakeholder	STS Holding Group, International clients and partners, Local industry associations
Business Model	
Core Activities/Services	Manufacturing of laminate tubes, High-quality printing, Custom design development
Value Preposition	High-quality laminate tubes with excellent barrier properties, Customizable designs to meet client needs, Reliable and timely delivery
Target Market	Cosmetics, Pharmacy, Personal hygiene, Food, Industry

Capacity Building Needs	Investment in modern equipment, Training for specialized personnel, Research and development for innovative manufacturing processes (predictive maintenance, digital twins, etc.)
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Investment Opportunities	
Product/Service Sales	Laminate tubes for various industries
Service revenue	Custom design and printing services
Licensing and Royalties (EU, National, Public Funding)	Potential funding opportunities for innovation and expansion projects
Other Incomes	Long-term partnerships with international clients
Critical Assumptions and Constraints	
Assumption	Continued demand for high-quality laminate tubes, Availability of skilled labor, Access to advanced technology
Constraints	Market competition, Regulatory requirements, Economic fluctuations
Contact Information	
Lead Organization	STS Pack Holding Ltd
Contact Person	Andrew Sachuk; andrei.sachuk@sts.bg