

February 20, 2020

Wrappy® bees wax food wraps capture a market leading position in the North European market

The market for sustainable food packaging solutions is in strong growth. Market leading importer, distributor and manufacturer GreenGenius A/S realized the potential of the organic food wrap category in 2017. Following comprehensive investments, the brand company Wrappy® was born 1 hour outside Copenhagen during Christmas time of 2018. In just 1 year, Wrappy® has captured a market leading position in Scandinavia and Germany, with several markets to follow.

“Quite frankly, I am humbled by the trust leading retailers have taken in Wrappy and our company” says CEO Jorgen Richelieu. “Having traded with most of the worlds leading retailers for years, we appreciate the vote of confidence in a truly outstanding product. We will continue to live up to our customers’ trust and maintain a competitive edge in all respects” Jorgen Richelieu continues.

Currently Wrappy is capable of manufacturing not only very high volume food wraps, but can also tailor make those by specification from customers.

See more at booth no 6-126 (hall 6)

Med venlig hilsen,

GreenGenius A/S

Jørgen Richelieu

+45 28293000

jdr@greengenius.dk

www.greengenius.dk