



FAD

Danish Defence and Security Industries Association
Forsvars- & Aerospaceindustrien i Danmark



We want to break a 73-year-old habit

Green Defense have been the talk of town for years and PlastPack Defense is doing something about it

PLASTPACK DEFENCE

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In 2012 when the Danish troops were heavily engaged in the Afghan province of Helmand the Danish Armed Forces shipped no less than 85.000 iron cases of small arms ammunition to their men and woman on the ground. If they had had the ammunition cases from PlastPack Defense (PPD), the logistics numbers would by far have been the same:

- Our plastic lightweight cases would have reduced the need for transportation with 140 tons or almost six full Hercules flights. That equals 461 tons of CO₂ and that is why our product meets the European environmental targets until 2050, Jan Engmann, founder and CEO of PPD stresses.

No development for 73 years

However, the plastic cases were not on the market at that time. A market that has been more or less static since the US Army introduced the present iron ammunition case in 1942. A global standard product that has stayed almost the same for 73 years is what triggered the CEO with a 30-year record of accomplishment in the logistics business:

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- In 2009-2010 Green Defense was introduced in armed forces around the world and weight was an issue from the beginning. I had a job in a Danish defense company at that time and was surprised to realize that ammunition cases were unchanged for generations. I decided to look for a new solution based on plastic, since it is a material I know very well, Mr. Engmann says.

Support from government and armed forces

After a couple of years of intensive dialogue with both Danish Armed Forces and ammunition industry Jan Engmann was convinced that plastic was the solution and founded PlastPack Defence on January 1st 2012. The small company had to go from idea to proof of concept and that called for assistance:

- From an early stage we have received an outstanding assistance from the Danish Armed Forces. The dialogue, public support helped us a lot and so did the technical support we got from Danish Technological Institute. The latter is still involved in our development just like our first customer Nammo, the CEO of PlastPack Defence says.

Great expectations

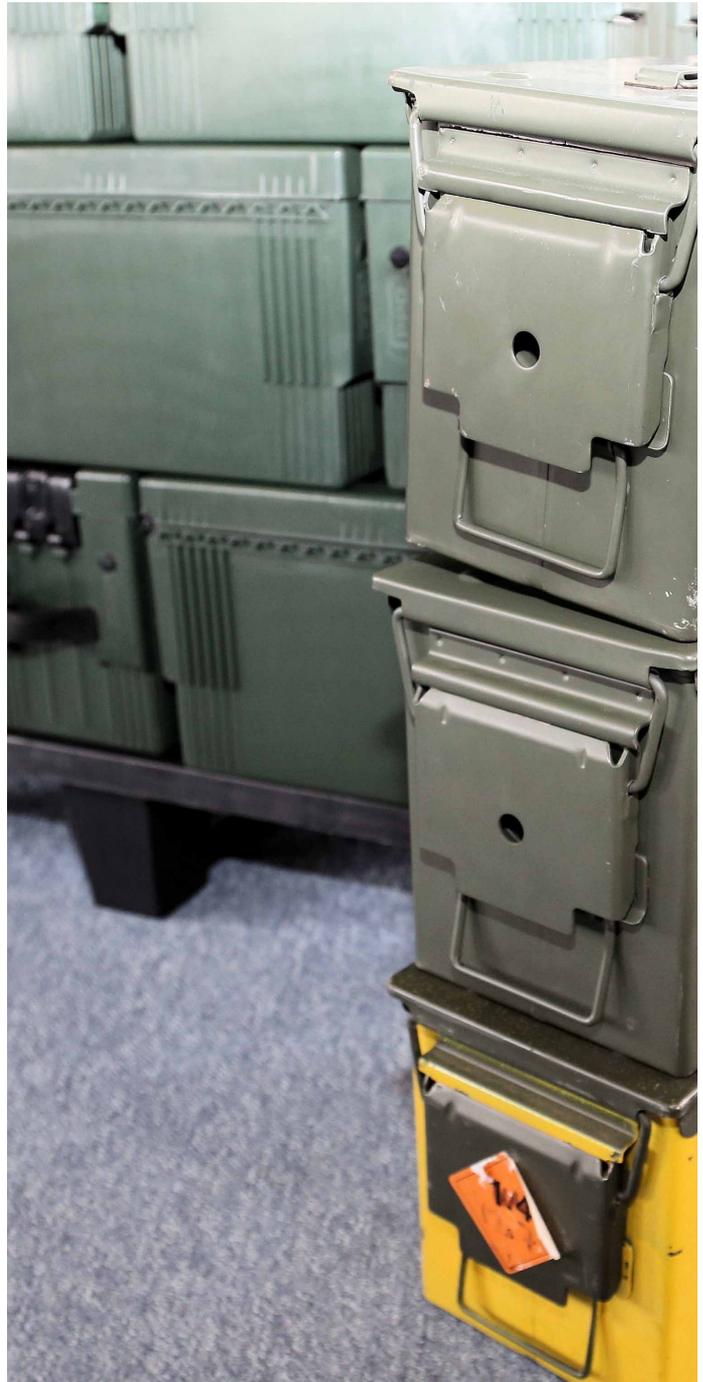
Nammo, the Swedish-Finnish-Norwegian ammunition manufacturer, is involved in the development of the plastic ammunition case as a part of an Industrial Cooperation Contract but the company is also PPD's first customer. As of August 2015 US Army and Singapore Army joins Nammo as the first users of plastic ammunition cases. Production facilities are being setup in a nearby, small Danish town and Nammo is expected to receive the first cases in the first quarter of 2016.

- I firmly believe that PlastPack Defence will get a fair share of the world market for ammunition cases. Five years from now, we expect to have 15 to 20 products that covers the entire range of ammunition cases on the market and yearly sales around 80 mill. USD. That creates 60 jobs here in Denmark but also jobs around the world at our partner companies, Jan Engmann says.

The PlastPack Defence business model is based on near-market production via international partners; hence, production can be established and stepped up very fast around the world.

- Breaking a habit older than most people isn't easy and iron ammunition cases are not going to go away

A 68 percent weight reduction is not the only advantage: The PPD plastic ammunition case (back) is also stacked more stable than iron cases (front) and, as empty and then filled with sand; they can be utilized as protection since they do not splinter into deadly metal parts when hit by enemy fire.



but plastic is the future and right now we are the only company in the world that can supply, the CEO of PlastPack Defence underlines.

PlastPack Defence

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