



LR Health & Beauty invests in new packaging plant at the Ahlen site and increases production capacity for health products by 30%

Ahlen, 19 May 2023 – Great Joy at the Olfetal industrial estate in Ahlen: Last Week, LR Health & Beauty received its new packaging and palletising machine. After a transport distance of more than 1,000 kilometres, the state-of-the-art machine from Castelfranco Veneto in Italy arrived at the Aloe Vera production site on Porschestrasse on Saturday.

The machine is used in the production of the popular Aloe Vera Drinking Gels, as well as the Mind Master Brain & Body Performance Drinks. “A first test run at the beginning of this week was carried out without any problems. The system has already been technically accepted and put into operation”, says Christoph Maris, Vice President of Operations at LR.

First, the new machine sets up the cartons. Next, the cartons are sealed with paper tape, labelled and loaded onto pallets. “Thanks to the new machine, we can accelerate production and automate strenuous physical work”, Maris summarises.

However, the machine doesn’t operate fully autonomously yet, since proper system functions have to be checked regularly. In addition, the cartons, adhesive tape and pallets must be refilled. This task will still be carried out by the employees of the production area.

CEO Dr Andreas Laabs emphasises that LR is also using the conversion of this logistical sub-process to improve its environmental protection efforts: “The new system will allow us to increase production capacity for Health products by 30%, preparing us for further growth. We are also switching to smaller shipping cartons with less empty space. This reduces our material usage and enables better pallet utilisation, which in turn benefits the environment.”



The appropriate conception, production and assembly of the new plant, which can also serve other packaging sizes than those currently required, was carried out with external support. "I am very pleased that we are now taking this step. Our sales partners and customers can now have their orders at hand a bit earlier after all", Laabs highlights.

LR Group

Under the motto "More quality for your life", the LR Group with its headquarters in Ahlen/Westphalia produces and distributes various health and care products in 32 countries. As an attractive social selling company, LR combines personal exchange in its community with efficient, digital solutions. This competence is particularly evident in the "LR Connect" app, developed inhouse, which assists the community in building and expanding its business. The community, which is comprised of many micro-influencers, is young, flexible and increasingly uses social media as a sales platform.

LR has set itself the goal of improving people's well-being and health with its portfolio – consisting of dietary supplements and body care products, of which the health sector accounts for almost 65% and the care sector for 35% of sales. Therefore, the company is continuously developing new products – from the power of nature in combination with the latest scientific findings.

The processing of Aloe Vera has been one of the core competencies of LR Health & Beauty for over 20 years. Only the valuable inside of the leaf is used for the products. In Ahlen, the company has built one of the most advanced Aloe Vera production facilities for drinking gels in Europe.

LR has been firmly established in the market for over 35 years with around 1,200 employees and around 300,000 registered community members. In addition, LR has founded the LR Global Kids Fund e.V., which provides efficient and unbureaucratic support to disadvantaged children and their families in many countries around the world in cooperation with local institutions. The commitment to taking responsibility with regard to ESG is part of LR's philosophy. Since 2020, LR has used FSC-certified paper, taken various measures to avoid plastic consumption and switched to green electricity.

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