

Media release

Perlen Industrieholding AG reaches first milestones in its transformation into a diversified industrial company

Perlen Industrieholding AG is consistently driving forward its strategic transformation from a traditional paper producer to a forward-thinking, diversified industrial company. With advances in product innovation, the entry into fibre casting as a complementary business area, as well as site development, the company is now reaching its first milestones in the transformation phase.

Perlen, 26 January 2026 – Following the optimization of production costs and restructuring measures implemented in the second half of 2025 to strengthen competitiveness in a persistently challenging market environment in its graphic paper core business, Perlen Industrieholding AG, together with its subsidiary Perlen Papier AG, is implementing further elements of its transformation strategy. With new paper products, the entry into fibre-based packaging solutions as a complementary business area, and the construction of a 10 MW battery storage facility, Perlen Industrieholding AG is achieving its first major milestones in its realignment toward becoming a forward-thinking industrial company.

Realignment of paper mill strengthens competitiveness in core business

Perlen Papier AG is focusing on the sustainable, profitable development of its core market for newsprint and magazine paper in Europe. With the restructuring that has been carried out and the continued operation of both paper machines in one of Europe's most modern paper mills, the company is improving its market positioning for coated magazine and newsprint paper in order to continue to supply customers with the established quality and service. At the same time, market and margin conditions in the core business remain challenging and below expectations due to ongoing price and volume pressure.

Specialty papers for flexible packaging and fibre-based packaging solutions

In parallel with its core business, Perlen Papier AG is strengthening its paper business with targeted product innovations. Newly developed, recyclable specialty papers for flexible packaging, including applications in the food and labeling sectors, feature integrated barrier properties. This enables the company to tap into an additional, growing market with demanding applications and higher value creation potential, which can be served with the existing machines.

The entry into fibre-based packaging solutions marks another strategic development step. These are considered a promising, recyclable alternative to plastic and are increasingly being used, e.g. as trays, packaging, or bottles. With fibre casting, Perlen Papier AG offers a recyclable solution that can be easily disposed of in waste paper and combines economic efficiency with sustainability. Thanks to its existing fibre infrastructure (waste paper, wood pulp, cellulose) and comprehensive expertise, the company is ideally positioned to establish this business segment in Switzerland. The first products are already in the testing phase.

Site development / battery storage

The first step in the site development is the planned construction of a battery storage facility with a capacity of 10 MW and 20 MWh. The project is being implemented in cooperation with Wattss, a renowned Swiss specialist in the construction and use of battery storage facilities. Commissioning is scheduled for the end of 2026. Further energy infrastructure projects and the possible establishment of data centers on the site are currently in the conceptual planning stage.

Dr. Florian Geiger, CEO of Perlen Industrieholding AG and of Perlen Papier AG, says: "The past few months have been marked by difficult but necessary decisions to improve competitiveness in our core market of graphic papers, where we continue to expect a challenging market environment. At the same time, we have been able to set the course for strategic realignment thanks to the great commitment and innovative spirit of our employees and the support of our long-term anchor shareholder. These milestones enable us to further improve our competitiveness, but we also know that we are only at the beginning of the transformation process."

Trade fair appearance at Empack Bern at the end of January

Perlen Papier AG will be represented at the Empack Bern trade fair (January 28–29, 2026), where it will show the first test products of its fibre-cast packaging solutions and specialty papers to interested visitors.

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Industrieholding AG

About Perlen Industrieholding AG

Perlen Industrieholding AG is a holding company domiciled in Perlen (Switzerland) whose business activities are centred on serving the Western European paper market with its well-established Perlen Papier AG paper products (www.perlen.ch) and on exploiting the further potential of its Perlen industrial site. The shares of Perlen Industrieholding AG (ticker symbol: PERL) are traded over-the-counter on two off-exchange platforms: the OTC-X platform of the Berner Kantonalbank and the LPZ-X platform of Bank Lienhardt & Partner. For further information visit <https://www.perlen-industrieholding.ch>

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