

Ardagh Glass Germany GmbH in Packaging Industry (Germany)

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Abstracts

As Ardagh Glass GmbH is the German subsidiary of the large multinational packaging company Ardagh Packaging Group, which is based in Ireland, the German subsidiary's strategy also has to be seen in an international context. In Germany, the clear focus of all strategic considerations was on a high degree of capacity utilisation in order to meet the challenges of higher prices for commodities and energy on the one hand, and the declining value and volume sales of glass on the other hand.

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