

# Ardagh Group

**GrowPack Studies Centre**  
CLEVELAND, OHIO, USA  
AND PARIS, FRANCE

# History and Prospects

BASIC REPORT AND FORECAST

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# Ardagh Group

# History and Prospects

## BASIC REPORT AND FORECAST

One of the least known packaging companies, Ardagh, has emerged in 2017 as an \$8 billion dollar behemoth, with leading positions in beverage cans, food cans and glass containers.

As a new public company, data are now available on its operations. This information is fully analyzed in a new 94 page report. It contains 27 sections and 20 tables, including sales and Ebitda by product line and region, with data on its business in Europe, U.S. and Brazil.

The report also highlights:

- Industry can and glass sales by end-use: beer and beverages, food by category, and aerosols
- Ardagh market share by region and product
- Ball and Crown can sales by end product and region
- Ardagh profit and balance sheet outlook

Included are separate tables on plant locations, detailing main activities. Also, management bios are provided for all of its key executives. Its acquisitions are analyzed in detail, including Impress and Verallia North America (VNA).

This report will be vital to corporate management, marketing executives, and financial analysts as well as industry suppliers and customers, including the main beverage and food companies.

The analysis has final 2016 data, updated through the first half of 2017, with a forecast through 2020.

Get current on this important new major competitor that has been impacting the \$50 billion rigid packaging industry.

The authors are two well-known former executives and analysts in the industry, Richard Moore and Arthur Stupay.

Price: €1,500, or \$1,800. Payment can also be made by major credit card or Paypal.

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## ARDAGH HISTORY

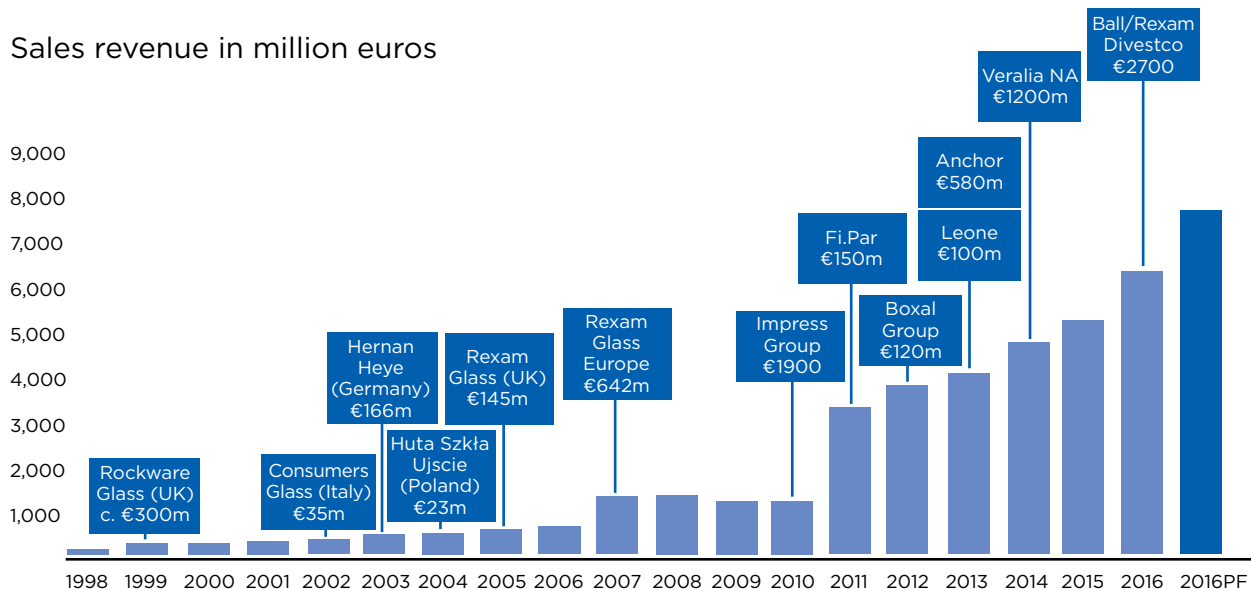
Ardagh's history starts with a fortunate real estate deal in Dublin. Paul Coulson, the owner of a small private equity company he had founded after leaving Price Waterhouse, fixed his sights on the Irish Glass Bottle Company, a listed business with a single factory in the heart of Dublin's docklands. The property was leased from the Dublin City Council. Coulson took a minority share in 1998 through his investment vehicle, Yeoman, became chairman, and took the company private in 2003.

Either before or after the acquisition, Coulson and a colleague found an unusual provision in the lease agreement, allowing the lessee to purchase the property at a multiple of 15 times the annual rental, or approximately €20m.

In 2002, the factory was closed after a 17-week strike, with the loss of many jobs. The building was demolished and in 2006 the site was sold to a property consortium for €412 million. Paul Coulson's company South Wharf received more than one-half of the proceeds in the final legal settlement.

### ARDAGH GROUP ACQUISITION HISTORY

Sales revenue in million euros





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