

# Renovation of the cardboard packaging printing workshop



-  **PFI: Banque Populaire, Assisted Investment**
-  **Company: Le Carton- Ain Harrouda, Casablanca – Founded in 1997**
-  **Activity: Cardboard packaging industry**
-  **Eligible MorSEFF Investment: 842 381 EUR**
-  **Description of the investment:** With an annual turnover of 20 million and a production of 5,000 tonnes of paper / cardboard, the company is a major player in the Moroccan flexible packaging and printed cardboard packaging sector serving the food and detergent industries. Over the years, the company has been conducting several environmental actions to minimise its carbon footprint including waste recycling, resource and energy efficiency. Faced with increased costs in a very competitive market, the company approached MorSEFF to finance a state-of-the art offset press with 6 printing groups and a varnishing tower which offers a complete preset functionality. The result is simplified process and productivity gains, a decrease in electricity consumption by 434,000 kWh per year (30.5% savings), a 13% increase in production capacity and a reduction of GHG emissions by 276 tonnes equiv CO2 per year.
-  **Energy savings: 434 MWh/year (30.5%)**
-  **Avoided greenhouse gas emissions: 276 T equiv CO2 /year**
-  **Internal Rate of Return: 16%**
-  **Payback period: 5.36 years**



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