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Sesam Container AB ([www.sesamcontainer.se](http://www.sesamcontainer.se)) has a new General manager!

Having managed Sesam Container for 26 years, Lars Wennerholm, who just turned 75 in April, has handed over the reins of the company to Mats Malmberg.

Lars and Mats have known each other for many years, mainly through Halmstad Golfklubb, where Mats was the club manager from 2004 to 2009, and also through the handball scene in Halmstad, where Lars has been, and still remains one of Drott's biggest supporters!

Sesam Container remains a much appreciated waste container, available in many sizes. This is mainly due to the ingenious and very safe emptying mechanism through the bottom of the container, between the forks on a forklift, an invention that was made at Duni in the 90s.

Mats is confident that the business has a continued growth potential, and after taking full charge on March 22, has started a new manufacturing cooperation with Älmhult based Alfing ([www.alfing.se](http://www.alfing.se)).

"This is a new cooperation with great potential!", says Mats. "Alfing has the knowledge, experience, size and also the drive to take Sesam Container forward together with us and all our customers. In addition to Sesam's standard containers, ranging from 600 litres to 2,600 litres, our customers often wants specially designed containers, something that Alfing and their competent designers see as an entertaining challenge. This can be anything from oversized containers which in turn might be emptying into a compactor, or extra small containers to be placed under a machine and then easily emptied out by a single forklift driver!"



*Alfing and Sesam Container has jump-started the new and rewarding cooperation with Isak and Mats as the contacts.*



*Esskå Metall's specially designed low profile Sesam 2600 is put into place! Among other benefits, this improves the working environment as compared with the previously used solution.*

Halmstad Plåtcenter has been manufacturing Sesam for as long as Lars has run the business, and they are still retained as suppliers, helping Sesam Container solve the most demanding requests.

In Lars' many years with Sesam Container, the company has delivered more than 10,000 containers to many of the most well-known companies in Sweden, like ABB, Astra, Boliden, Gekås, IKEA Industry, Scania and Volvo. At the moment, there are more than 800 customers in the directory.

Mats anticipates an exciting future and is looking forward to expanding the business in Sweden, the rest of Scandinavia and Europe, and maybe even more distant countries! Germany has already been an active market for several years, with many large and satisfied customers. In this process, Sesam Container AB is working with Palgros Handels GmbH ([www.palgros-gmbh.de](http://www.palgros-gmbh.de)).

In the photo on the right, Mats is posing with Alfing's first delivery to Sonoco in Germany.



How will the expansion work?

"I will be looking for people who want to build their own profitable business in each country. For these individuals, Sesam Container can offer everything on a silver platter, including new, effective manufacturing and an extensive knowledge base and experience with special designs.

If you are reading this and feel that you are one of the individuals I am looking for, or if you know the right person in any other country, who might be interested, please feel free to get in touch!"

More information:

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