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Our Story

Greatview's origins follow a story of passion, courage and foresight, qualities that continue to build and shape our company to bring our products to customers and consumers around the globe.

The Beginning

In 2003, Jeff Bi and Hong Gang, two entrepreneurs with long-term experience working in the aseptic packaging industry, foresaw an opportunity to develop a new business utilising the capabilities of Tralin Pak, a State-owned enterprise in Shandong, China to service the demand for long life liquid food. On joining the company, they immediately refocused its activity in development and production to this promising market.

At the same time, the aseptic liquid food packaging business within China was growing exponentially, as consumers increasingly incorporated packaged dairy and juice products into their lives and producers took advantage of aseptic technology to deliver their product from production to consumption areas. Good timing, consistent quality and high service levels resulted in steady growth and established the company as a reliable alternative supplier for roll-fed aseptic packaging material.

The rapid growth, foresight and consistent quality rapidly grabbed the attention of foreign equity investors. In 2005, CDH Investments became the first major investor and in 2006, US Private Equity investor Bain Capital also joined. The Company had now gained sufficient financial strength to embark upon its next phase of critical growth.

Breakthrough

In 2007, a new anti-monopoly law in China was enacted, establishing the right of aseptic roll-fed customers to choose their supplier of packaging material and establishing a reliable market for Tralin Pak's products. In the same year the company expanded its sales reach to Europe, as liquid food producers outside China began to voice their support for the company philosophy "Choice Creates Value". By 2009, the company had grown to become the world's second largest supplier of roll-fed aseptic packaging with cumulative deliveries exceeding 10 billion packages.

On 9th Dec. 2010, with more than 800 employees in 5 locations across China and Europe, the company successfully announced listing on the Main Board of the Hong Kong Stock Exchange with a new name, "Greatview Aseptic". Now a public company, Greatview began to increase its attention on the global market. In China, Greatview built a second production factory in Horing, Inner Mongolia and expanded capacity at its main base in Shandong.

In 2011, Greatview began building its first factory outside of China, in Halle (Saale), Germany with an investment of 50 million euros. Greatview's group annual capacity rose.

Expansion

By 2015, Greatview's annual sales had exceeded 10 billion packs/year.

Continuous growth prompted expansions in the factory in Shandong in 2015 and in Halle in 2017. By 2018, consumers in more than 40 countries enjoyed high quality beverages in Greatview packages.

Innovation

In 2016, Greatview introduced a world-first innovation for aseptic cartons in the form of high speed digital printing to deliver a unique-per-carton variable image, text or QR code, opening the way for 2-way communication between brand owners and consumers. Applications include instant wins, marketing campaigns and enhanced traceability.