**Press Release:**

**Colin Rowland Returns as Managing Director to Lead Hydropac into New Era of Innovation**

[Hydropac](https://hydropac.co.uk/) (www.hydropac.co.uk), a leading provider of cold chain packaging solutions, is thrilled to announce the appointment of [Colin Rowland](https://www.linkedin.com/search/results/all/?fetchDeterministicClustersOnly=true&heroEntityKey=urn%3Ali%3Afsd_profile%3AACoAAASF6_sBIPyJHFIWZC-Uan38spRwx5_Zy1s&keywords=colin%20rowland&origin=RICH_QUERY_SUGGESTION&position=0&searchId=bb9ff34f-b011-47f1-b6f6-f33355625640&sid=cIu&spellCorrectionEnabled=false) as Managing Director. Colin played a crucial role in the initial development and growth of Hydropac, and now returns with renewed passion and vision to spearhead the company's ambitious growth plans.

*"Quite simply, my love for Hydropac drew me back,"* said Colin. *"It's in my blood, and I feel very passionate about the business I helped build."* After a brief departure in 2021, Colin was inspired to return following discussions with Hydropac's new owners, Bunzl. *"Bunzl's commitment to Hydropac and its employees made it clear that this was the right decision. We aligned quickly and easily on our shared vision for the future,"* he added.

Since Colin’s last tenure, Hydropac has benefitted from the support of Bunzl and has established a closer relationship with its sister company, Coolpack, in the Netherlands. *"This shared expertise is a huge advantage to our customers and the group,"* he explained. *"I'm excited for the future of Hydropac and the developing relationship with our Dutch colleagues."*

Colin’s initial focus will be on understanding Hydropac's current operations to identify areas for improvement. *"I want to ensure our employees are front and centre of all changes,"* he emphasised. *"Employee engagement, production efficiencies, machine development, and new product innovation are top priorities."*

He acknowledges the challenges ahead but is confident in Hydropac's ability to innovate and lead the market. *"Innovation has always been at the heart of what we do,"* he said. *“I’ve watched with interest the rest of the market replicate what we have done, with Reflective-Air liners being a good example, as well as our HydroFreeze and EasiFreeze water-based ice packs and quilted ice sheets. We must always be ready with the next best innovation and it’s an area I need to ensure we deliver on over the coming 12 months. Watch this space!”*

Colin added, *"I'm excited about the new management team, our Dutch colleagues, advanced machinery, and our loyal customers. Most of all, I’m thrilled to be back and ready to continue to make Hydropac an enjoyable place to work and a preferred choice for our customers."*

With a focus on innovation, Hydropac aims to stand out from its competitors. *"We never copy others; we innovate solutions to simplify problems,"* he said. *"Our ethos of 'simplicity engineered through innovation, not imitation' will drive us forward."*

**-ENDS-**

**Photo caption:** Colin Rowland, Managing Director of Hydropac

**About Hydropac:**

Hydropac is a leading provider of temperature-controlled packaging solutions, specialising in the design and manufacture of insulated packaging materials. With a commitment to innovation and quality, Hydropac serves diverse industries, including pharmaceutical, food and beverage, retail and healthcare.

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