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VAFO opens the largest pet food factory in Finland

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VAFO Group has officially opened its first factory in Finland. The new facility is the largest of its kind in Finland and the eighth overall for the group. With a production capacity of 20,000 tonnes of pet food each year, VAFO (under the direction of its subsidiary Prima Pet Premium) has thus further strengthened its dominant standing in the local market. The total investment in the new factory exceeded 16 million euros, and at full capacity, it will employ up to 20 people. In addition to a positive economic impulse for the region, the project marks the return of production of the Hau-Hau Champion brand to the local market, which means VAFO is also increasing its overall production capacity in the private label segment, an area that has seen remarkable growth in recent times.

Test operation at the new factory in Nokia, Finland, got underway at the beginning of March. The factory is situated in the Kolmenkulma Eco3 park, which features a system of organic and circular economy based on the most advanced production technologies. According to Timo PÃ¤rssinen, CEO of Prima Pet Premium, a Finnish subsidiary of VAFO Group, this makes the new factory the most sustainable pet food production facility in the whole of Finland. â??A sustainable approach to business is part of VAFO Groupâ??s identity, and consumers in Finland attach great importance to it. Sustainable production was a key criterion even in the planning stages of the new factory. Among other things, we can now resume domestic production of the popular Finnish brand Hau-Hau Champion, the best-selling pet food in the local market, which is 100 per cent carbon neutral and, until now, was produced in the Czech Republic. Itâ??s also great to be able to participate in the development of the regional economy and employment; moreover, now weâ??re in a better position to respond to consumer demand for domestic, locally produced pet foods,â?• says PÃ¤rssinen.

Opening exactly two years after the building permit was obtained in May of 2021, the new factory encompasses some 3,000 square meters of floor space, with an additional 300 square meters of warehouse space. It uses an extensive system of solar panels as a source of energy and is 100 per cent compatible with biogas. It also includes a unique packaging line, where special machines produce bags from recyclable film, including the largest 12 kg and 15 kg bags. Not only does this result in more sustainable production, but it also reduces packaging costs, lowers storage requirements for empty packaging, and saves money on the transport of packaging materials.