



## **Mixing tank is hovered down from roof**

**A new high-tech system is being installed at the new LR Aloe Vera production site.**

**Ahlen, November 2017** – They are the heart of the new Aloe Vera production facility of LR Health & Beauty: the large blender and the storage tanks for the production of LR Aloe Vera Drinking Gels, which will start at the end of the year. The containers are so huge that they do not fit through any door. Therefore, they were hovered down into the production hall from the roof using a crane. A heavy-duty operation in the truest sense of the word, which took place on 4 November at the construction site at Porschestraße in Ahlen.

At times, one heavy load transporter followed the other. A total of twelve trucks were required for the delivery of all the material. A special crane, which was installed for this purpose, lifted the individual components weighing up to 13 tons each up to 25 metres high into the air and then let them hover down through the roof into the production hall. An opening was left in the ceiling during construction. Millimetre work was required. "Everybody involved was excited before this important moment. But everything worked out so that we are still fully on schedule," says LR construction manager Björn Zeuge. The high-tech containers are made to measure. They each have a height of 6.50 metres and a total capacity of 40,000 litres. In the next few weeks, the containers will be adjusted and the interior construction of the production site will be pushed ahead.

LR invests a total of 4.5 million euros in its modern machinery. On an area of approx. 4,000 sqm, the popular LR Aloe Vera Drinking Gels will be produced and dispatched starting from the end of the year. "This major project is nearing completion, and by the end of the year we will have the most modern production facility for Aloe Vera products in Europe. This makes me incredibly proud", says CEO Dr. Thomas Stoffmehl.



### **LR Health & Beauty**

Under the motto “More quality for your life“, the LR Group with headquarters in Ahlen/Westphalia produces and markets various health and beauty products in around 28 countries. The range includes care and decorative cosmetics, dietary supplements and perfumes. In the fragrance segment, the company, which was founded in 1985, has established exclusive cooperations with celebrities such as Guido Maria Kretschmer, Karolina Kurkova and Bruce Willis. With 1,200 employees as well as thousands of registered sales partners and customers, LR is one of Europe’s leading direct sales enterprises. LR’s strong market position is based above all on a high-quality product range and an attractive bonus and training plan which is unsurpassed in the industry. LR also established the LR Global Kids Fund e. V. which provides efficient and unbureaucratic support for deprived children and their families in many different countries around the world in cooperation with local institutions.

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