

ECOCORTEC: INNOVATING SUSTAINABLE PACKAGING

Specializing in innovative vapor phase corrosion inhibitor films (VPCI films), EcoCortec is a global leader in green corrosion protection inhibitors with operating plants in the US and Croatia. The company offers customization, converting, extruding, and printing capabilities. Their vertical integration ensures quality control from start to finish, with rigorous laboratory testing for every product.

EcoCortec's films and bags offer an effective solution to protect metal parts from rust and corrosion. The core business focuses on safeguarding packaging and materials to prevent corrosion, targeting specific industries rather than mass manufacturing for end users.

With a global export footprint covering over 25% of countries through an extensive distribution network, EcoCortec's products are widely available. Expanding the presence in European markets is a key strategic objective, with the German market playing a pivotal role in the company's growth mission.



EcoCortec®
FIRST CROATIAN
BIOPLASTICS PLANT

EcoCortec® is a bioplastics & anticorrosion packaging company located in green area of Croatia. Manufacturing innovative, patented Vapor phase Corrosion Inhibitor (VpCI®) films & producing a wide range of bags and papers with & without VpCI® inhibitor used in various industries around the world.

ENVIRONMENT & INNOVATION COME FIRST

www.ecocortec.hr



CROATIA'S ROADWAY REVOLUTION

Croatian Roads, a government-owned entity in Croatia, is at the forefront of advancing the nation's road infrastructure and management. Committed to fostering connectivity, driving economic growth, and prioritizing safety, the company plays a crucial role in shaping the transportation landscape of the country.

The efficiency of Croatia's transportation system, supported by high-quality road infrastructure, directly contributes to increased productivity and the country's GDP. Croatia welcomes investors with its robust transportation framework, which not only fuels economic growth but also generates job opportunities. Enhanced road networks empower local citizens by providing faster and safer access to essential services, education, and employment opportunities.

A recent strategic partnership with the China Road and Bridge Corporation (CRBC) highlights Croatian Roads' dedication to infrastructure development. The completion of the Peješac Bridge, in collaboration with CRBC, addresses traffic congestion caused by tourism in Dubrovnik-Neretva County and reduces overall transit time. Additionally, the CRBC has entered into a contract with Croatian Roads to initiate work on the Kozjak Tunnel, comprising both a tunnel through Kozjak and a bridge over the Kašela Bay to the Port of Split. Spanning 1,500 meters, the bridge project has undergone meticulous maritime studies in preparation for construction. Looking forward, the construction of state road D403 connecting the Port of Rijeka to the European

highway network emerges as a standout project, significantly enhancing Croatia's competitiveness. Other pivotal initiatives include the development of an expressway linking Croatia and Bosnia and Herzegovina, addressing traffic congestion on the D8 state road from Omiš to Split. These endeavors underscore Croatian Roads' commitment to advancing infrastructure, fostering economic development, and improving the overall quality of transportation in the region.

"A well-developed transport system not only facilitates the movement of goods and people but also promotes the establishment of business-industrial zones and logistics centers. These hubs play a crucial role in supporting various economic activities, fostering economic growth, and enhancing the nation's economic landscape," says Josip Škorić, President of the Board for Croatian Roads. "Road improvements have also enhanced tourism access and attracted investments in various sectors. The government's commitment to balanced regional development reduces disparities and encourages economic expansion across the country. These factors make Croatia an appealing place to do business, with road investments playing a crucial role." ●



Drive to Discover



www.hrvatske-ceste.hr

Croatian Roads connects regions & enhances European transport links. It manages & maintains the state road network with a commitment to expertise & environmental responsibility, while driving **economic growth** in Croatia.

**HRVATSKE
CESTE**



DIJANA ZRINSKI
EVP & General Manager, EcoCortec

inhibitor films, which we refer to as VPCI films. Our company offers customization, converting, extruding, and printing capabilities, with a commitment to recycling. Our anti-corrosion solutions provide the most reliable VPCI films on the market. As technology leaders, our vertical integration ensures quality control from start to finish. Every product is rigorously tested in laboratories before being shipped worldwide.

EcoCortec's films and bags are utilized across various industries, offering an efficient way to protect metal parts and equipment from rust and corrosion. Our core business is focused on safeguarding packaging and packaging materials to prevent corrosion. We target specific industries rather than being a mass manufacturer for end users. Our packaging solutions are integral to global projects across diverse sectors, including automotive, oil and gas, electronics, water treatment, and metalworking.

We also develop and produce environmentally friendly packaging options, including biodegradable and combustible materials, to align with the growing focus on sustainability in the packaging industry. One of our proudest achievements is our recycling center, the first of its kind in Europe. At EcoCortec Recycling Center, we reprocess most of our films into new products, achieving a true circular economy in our manufac-

ECOCORTEC: GREEN PACKAGING INNOVATOR

Can you provide an overview for EcoCortec as a company?

In 2007, Croat-American entrepreneur Boris Mikšić founded EcoCortec, aiming to relocate part of his business to Croatia. He saw the country's strategic location as ideal for environmentally friendly packaging production. Mikšić, the CEO and owner, transformed EcoCortec into a global leader in green corrosion protection inhibitors, operating plants in both the US and Croatia. We specialize in manufacturing innovative vapor phase corrosion



turing and disposal processes. We have actively participated in EU-funded projects aimed at reducing plastic waste, and in 2022, our company made a new investment in a reprocessing facility.

How significant are your exports to Asia, United States & specifically Europe in your international business strategy?

What about your strategy for the German speaking market?
We have a global export footprint, reaching over 25% of countries worldwide through an extensive distribution network. Our products are widely available, thanks to partnerships with distributors who specialize in specific markets. While a substantial portion of our solutions are sold in Europe, we also have a significant presence in the Middle East and Asia, with a hub in Singapore catering to the Asian market. And, of course, we are in the US. In particular, the German-speaking markets in Europe hold great economic importance for us. Croatia, our home country, has a relatively small market, and we operate in a niche product sector. As a result, expanding our presence in European markets, including German-speaking countries, is a key strategic objective. The German market is the largest in Europe and plays a pivotal role in our efforts to grow and fulfill our mission of providing environmentally safe packaging technologies.

Could you elaborate on the specific significance of sustainability within the company & how it aligns with the growth of the green economy in Croatia?

Sustainability is a core value that we uphold as the benchmark for excellence. Within our niche and even among our competitors in Croatia, EcoCortec is at the forefront of sustainability initiatives. As mentioned earlier, our recent investment in a reprocessing facility, initiated last year, exemplifies our commitment to sustainability. This strategic move empowers us to

manufacture our materials, exercise greater control over the substances used in production, and enhance our eco-friendly practices. In fact, we take great pride in being recognized as the first biodegradable plant in Croatia, a distinction that highlights our dedication to ecological responsibility.

What role does innovation play in your brand? How is EcoCortec driving innovation within the industry?

Our business model revolves around innovation and the creation of sustainable products. EcoCortec, a part of the Cortec Corporation in the US, is a leading manufacturer of corrosion inhibitors, known for its innovative product range. Our VPCI product is a testament to our innovative approach, utilizing environmentally safe and biodegradable materials. We are constantly exploring bio-green materials to enhance our vapor phase corrosion inhibitors. Annually, we introduce around 50 new products, emphasizing the importance of research, development, and investment in new technologies to maintain our leadership position.

We take pride in our numerous patented innovations, registered both in the US and Europe. Last year, we heavily invested in state-of-the-art equipment and laboratories for research and development, committing over 2 million euros to these efforts. This ongoing investment underscores our dedication to pioneering advancements in the industry.

What core values do you aim to convey to FORBES readers in Germany, Austria & Switzerland?

I would say that our values encompass innovation, sustainability, ecological responsibility, the pursuit of a circular economy model, and a strong commitment to invest in our employees. These values collectively drive us to set new industry standards, particularly in the application of green corrosion inhibitors. ●

