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Groundbreaking ceremony for the new Hänseler AG building

A significant milestone was reached on August 22, 2023 when Hänseler AG held the groundbreaking ceremony for the construction of its new production building. The project represents a further investment by Hänseler Swiss Pharma in the infrastructure on its Herisau site. The company is aiming to strengthen its well-established position on the Swiss market whilst enabling growth beyond the country's borders.

The enthusiasm was clear to see on the faces of the 135 employees of Hänseler AG who attended the symbolic groundbreaking of their new production building last Tuesday in the company of guests from politics and business, as well as the members of the Board of Directors. The entire staff, led by CEO Dr Dominik Hauser, enjoyed refreshments including meatloaf, bread rolls and drinks as they marked the beginning of this exciting and challenging journey.

Over the next two years, a new production building will take shape on the company's premises in Industriestrasse. Thanks to the "Neubau M" project, Hänseler Swiss Pharma is boosting its reputation as a leading Swiss production and trading company in the pharmaceutical and healthcare industry. The "Neubau M" building will be spacious and efficient, allowing additional jobs to be created at the Herisau site. This is all the more necessary, given the future ambition of Hänseler Swiss Pharma to pursue a growth strategy beyond Switzerland's national borders. Hänseler is already the market leader for pharmaceutical raw materials in Switzerland. Most of the country's 1,800 pharmacies and 400 drugstores take advantage of the expertise and quality made in Herisau, along with a large number of hospitals and industrial clients. Its success on the home market is inspiring the company to replicate the experience in neighboring countries.

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Please contact our marketing department if you need any further information on the company or would like to receive image material:

Michael Born
Head of Marketing

Direct line 071 353 58 50
Mobile 079 107 05 07
E-mail michael.born@haenseler.ch