

swissplast® Group – leading European thermoformer – completes generational change: son takes over – father strengthens strategic development

The **swissplast® group**, announces the planned completion of an important milestone in the company's history. As of 1 January 2026, Ninyan Bieri – previously COO – will assume overall responsibility for the group as CEO. He succeeds his father, Barac S. Bieri, who has built, shaped and developed the family business over the past 15 years into one of Europe's largest and most innovative thermoforming specialists.



With this step, Ninyan Bieri will in future be responsible for the operational management of all sites in Sargans (CH), Ichenhausen (DE), Diedorf (DE) and Gotha (DE), and will also take on the role of Delegate of the Board of Directors.

Barac S. Bieri is not stepping back: He is intensifying his involvement in Business Development and, as Chairman of the Board of Directors, will continue to lead the company strategically – with a focus on growth, internationalization and long-term ownership strategy.

“With pride, I am handing over my life’s work “

“The transition follows a structured, multi-year succession plan,” says Barac S. Bieri. “With Ninyan, a leader is taking over who combines operational experience with technological expertise and strategic foresight. He will continue to strengthen the position of the **swissplast® group** as one of Europe's leading thermoforming companies.”

A CEO of a new generation

Ninyan Bieri has been firmly rooted in the **swissplast® group** for many years and has driven key modernization

and growth initiatives during that time. His connection to the family company goes back to his childhood – even then, he helped in the family business.

Rather than following a traditional management career path, he deliberately chose to progress through the shop floors. He spent at least one year working at each site and took on a wide range of roles – from design engineer to project manager to COO, a position he has held for the past three years with a clear operational footprint.

This unusually broad experience in modern manufacturing, digitalization, product development and customer relations now provide the ideal foundation to confidently advance the **swissplast®** -strategy in the years ahead.

“I am grateful for the trust placed in me and for the opportunity to continue this journey,” says the incoming CEO. “This handover brings responsibility – but also enormous motivation. Together with our teams, I will continue to develop the **swissplast® group** while preserving the values that have made us a reliable partner for our customers.”

The **swissplast® group** is now one of Europe’s leading owner-managed thermoforming specialists. With production sites in Switzerland and Germany, the company focuses on manufacturing sophisticated plastic components for industries with the highest quality and safety requirements—including rail, caravan, mechanical engineering, aerospace, and more. Its portfolio includes interior claddings for rail vehicles, high-quality lightweight exterior and interior components for the caravan industry, as well as precise tray and workpiece carrier solutions for industrial automation and logistics processes. **swissplast®** stands for technological precision, sustainable processes, reliable series quality, and a corporate culture that consistently lives the principle of being “easy to deal with.” The use of state-of-the-art materials, continuous innovation, and exceptionally high customer satisfaction define the group’s position as a dependable partner.