



World's 16th Largest Tissue Manufacturer Hayat Kimya displays global tissue brands at Tissue World Milan

Hayat Kimya – one of the leading FMCG companies in the world and the world's 16th largest tissue manufacturer – displays its globally growing tissue brands in Tissue World, Milan between April 10-12.

10.04.2017 – Hayat Kimya, a distinguished manufacturer of globally growing tissue brands, displays its **Papia, Familia, Focus** and **Teno** brands as well as its semi-product 'jumbo rolls' in Tissue World Milan, the leading global event of tissue industry.

The company entered tissue business in 2006 and celebrated its 1st decade in the industry in 2016, Tissue World Istanbul. In only 11 years, **Hayat Kimya** proudly carries the "**world's 16th largest tissue manufacturer**" as well as the "**largest tissue manufacturer of the Middle East, Balcans and Eastern Europe**" titles with 420 thousand tons per year manufacturing capacity.

Hayat Kimya has tissue production facilities in Turkey, Iran, Russia, and recently started off production in its new investment, Egypt plant. The company has a strong export network, reaching up to 100 countries around the world. **Papia, Familia, Teno** and **Focus** are 4 notable brands of Hayat Kimya, with significant growth in the past few years. The company enjoys leadership in tissue category in various countries. **In Turkey**, Hayat Kimya is the category leader in toilet paper and paper towel markets. **In Iran**, the company acquired category leadership, built by the steady growth of Teno and Papia. **In Russia**, Hayat Kimya became the market second with Familia and Papia brands, in only 1,5 years after the brands' launch.

**The President Yahya Kiğılı and CEO Avni Kiğılı were present at the event;
Highlighted 'innovation and brands' at core of business**

The President of the Board, Yahya Kiğılı and The CEO Avni Kiğılı were present at Tissue World Milan, exploring the latest developments in the industry. CEO Avni Kiğılı said, "*We are a global FMCG player, with 12 successful brands in diaper, hygienic pads, tissue and detergent businesses. Innovation and building strong brands are at the heart of our tissue business. In only a decade in tissue category, we became one of the world's largest manufacturers. Our success is driven by our passion to grow our brands and our innovative approach in both product and production technologies.*"

Hayat Kimya holds "**world speed record**" in tissue production **since 2012**. Cutting-edge production technologies in the tissue production premises allow **24 hour non-stop**



production. The company distinguishes from others with innovative, environment friendly and sustainable manufacturing approach. The “**trigeneration**” technology allows up to **75% of efficiency in energy conversion in heat, cold water and electricity generation.** Water, is one of the key elements of tissue production, and a well-known scarce resource. Hayat Kimya is **Europe’s 3rd and Turkey’s least water user** in tissue manufacturing, saving tons of water for each ton of tissue production.

Hayat Kimya reaches millions of homes across the globe, spreading its brands up to 100 countries. Every day, 300 kilograms of Papia, Familia, Teno ve Focus tissue products reach consumers. The paper towels sold globally covers the Earth 104 times and the toilet papers sold globally can go to the moon 27 times! Hayat Kimya continues its investment in the category, to globalize its growing brands.

About Hayat Holding & Hayat Kimya

Established in 1937, Hayat Holding consists of 41 companies that operate in various industries including FMCG, port operations, construction, wood and energy, with nearly 14,000 employees across the world.

Hayat Kimya is one of the two locomotive companies of Hayat Holding. Hayat Kimya operates in the FMCG industry since 1987, manufactures goods in hygiene, tissue and home care categories offering well established brands such as Bingo (detergents and home cleaning category), Molfix (baby diapers), Molped (feminine care category), Papia, Familia, Focus & Teno (cleansing tissue categories), finally Joly and Evony (adult diaper categories). The company holds “world’s 5th largest branded diaper manufacturer” and “world’s 16th largest tissue manufacturer” titles.