



To increase its investments in Egypt to 278 million dollars:

## Hayat Egypt Launches the New “Papia” & “Familia” Brands for Tissue Paper Products

**Zeki Armağan:** The new plant provides direct employment to 3.000 Egyptians

**Cairo, xx October 2017:** Hayat Egypt, subsidiary of a leading FMCG company, launches two new strong brands in the tissue category; “Papia” and “Familia” to fit all social classes and different age groups in the Egyptian market. The company enters Egypt’s tissue category with world-class manufacturing facility, raising the company’s investments in Egypt up to 278 million dollars.

Hayat Egypt Company succeeded in accomplishing significant achievements and garnering strong market shares exceeding 20% with Molfix and Bebem baby diapers since its launch in the Egyptian market in 2012. Hayat Egypt Company has become a major actor in the FMCG industry.

Zeki Armağan Hayat Egypt Company General Manager said “We have left behind a successful year in 2016. After our baby diaper production facility investments and successful business results, Hayat Group has additionally invested 125 million USD in the new tissue production plant in Al-Ain Al Sukna. With this investment, we are providing direct employment to 3.000 people and thousands of people together with our indirect suppliers and direct distributors as Hayat Egypt.”

He added “Papia and Familia high quality products are manufactured in Egypt since May 2017. The plant has 70.000 tons of tissue production capacity and uses the most advanced and automated technology, including the “Visconip” and “Easy Pull-Out” technologies. This will help offering our clients a variety of tissue products with superior quality. In order to achieve our sustainable growth target, Hayat Egypt continues to invest in its brands, employees and businesses in Egypt and globally”.



It's worth mentioning that Hayat Group is the world's largest tissue manufacturer in Eastern Europe, Africa and Middle East.

**A new concept for quality: "Papia" & "Familia"**

The new "Papia" and "Familia" brands introduce a new quality benchmark in the tissue paper category, providing customers with various benefits and taking them to a higher level of comfort. All "Papia" and "Familia" products have unique features; strong absorbency and impressive softness for a greater sense of comfort.

"Familia" brand is the smartest solution that suits all Egyptian family members as it offers a varied bunch of products with its cheerful Pompom penguin family. Its products have different shapes and sizes to suit different age groups and social classes with its accessible quality and prices.

While "Papia" landed in Egypt to change the norms and bring new understanding of quality with its wide product range.

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**About Hayat Group:**

Hayat Group 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).

Hayat Kimya employs nearly 8,000 people around the world today, manufactures tissue, hygiene and home care products in 14 plants, and continues its international investments at full speed.