

PRESS RELEASE

## **Wipf AG opens new subsidiary in Turkey**

**Volketswil, 25 March 2013/vkw: With the establishment of a new subsidiary in Turkey, Wipf AG is expanding its presence in growth markets outside Switzerland step by step. Wipf Doypak A.S, the new wholly-owned subsidiary, has been producing and distributing stand-up pouches for the food industry since January 2013.**

As we pursue our expansion strategy, we will continue to invest in the Turkish growth market and in neighbouring countries. The new subsidiary will allow us to intensify our partnerships with customers in Turkey. "In the domain of the packaging industry, Turkey is a dynamic and active market," noted Christian Wipf, Chairman of the Board of Wipf AG. "We will further strengthen our position with this step and leverage it to optimally launch our packaging products. This will assure sustainable success in the pouch business," he predicts with conviction.

Wipf Doypak A.S is headquartered in Istanbul. From there, the team offers an extensive portfolio of products and services as well as comprehensive support in customer projects. Tayfun Yesugey was appointed CEO. He has many years of experience in the field of packaging technology and thus ideally complements the team's expertise.

### **Wipf AG – Innovative Packaging Solutions**

The company's core competence is the development and production of high-barrier packaging films and pouches for the food, pharma, and non-food industries. The manageable size of our business, a competent development division, and modern infrastructure assets in laboratory, production, and logistics make it possible for us to develop innovative and flexible solutions for varying requirements and to successfully implement them according to the motto "Innovative Packaging Solutions".

Further information: [www.wipf.ch](http://www.wipf.ch)

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