

AssiDomän - Isiklar to establish sales Joint Venture

AssiDomän Kraft Products and Isiklar Holding, Turkey, have signed a letter of intent for establishing a sales- and marketing joint venture company. The jointly owned company will represent AssiDomän Kraft Products on the Turkish and certain other markets in the region. It will also act as agent for the sales of Isiklar's paper sacks on specific markets outside Turkey.

According to the agreement AssiDomän will also start to supply sack paper to Isiklar's sack factories. Isiklar's annual consumption of sack paper is around 70.000 tons. The paper sack market in Turkey amounts to some 500 million sacks annually.

"This sales and marketing agreement is to be seen as one more initiative towards interesting growth markets. We are honored to be pooling our resources with the leader in this region", Ragnar Quarnström, MD of AssiDomän Kraft Products comments.

"As the largest independent paper sack converter in Europe and a major exporter of paper sacks, the co-operation with AssiDomän will further enhance our strong position in the region. This is an important step towards a closer co-operation with Europe's largest sack and kraft paper producer with which there are obvious synergies for both parties", explains Mr. Riza Isik, chairman of Isiklar Holding.

Isiklar has an annual turnover of 200 million USD. It has a production capacity of 850 million sacks per year. The company's main activities, besides the paper sack business, are building and construction materials, lime production, construction and engineering and finance.

AssiDomän Kraft Products is one of Europe's leading producers of kraft and sack paper and paper sacks. It manufactures close to one billion paper sacks annually and has a turnover of more than 6 billion SEK.

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AssiDomän AB

Isiklar Holding

For further information :

Christer Öhrskog, Marketing Director, AssiDomän Kraft Products, +46-70-592 16 45

Berit Hallberg, Director Corporate Communications, AssiDomän AB, +46-8 728 08 15