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New SCA facility to meet Russian demand for hygiene products

Today, SCA – the world's third-largest hygiene company – inaugurated a personal care plant in Russia. The facility is located in Veniov, in the Tula Region south of Moscow. The investment is valued at approximately EUR 85m and is the first of its kind in local production of personal care products in Russia and the CIS region.

The Veniov personal care plant will manufacture Libero baby diapers and TENA incontinence care products to meet the growing market demand for hygiene products in Russia. The new facility complements the Sovetsk tissue plant, which is located in the same region and was inaugurated in February 2010. Tissue products – sold under the brands Tork and Zewa – are also produced in Svetogorsk, close to St Petersburg.

Jan Johansson, SCA President and CEO, says:

“We expect profitable growth for all of SCA's hygiene-product categories in Russia and the CIS region. The new Veniov plant brings us closer to our customers, significantly reduces transport volumes and enables us to more rapidly satisfy customer needs. Russia is a market with strong brand preferences, which suits us well.”

In total, SCA employs about 1,100 people in Russia, including approximately 200 in Veniov.

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