**PAŞABAHÇE STANDS OUT AGAIN WITH ITS BRAND-NEW PRODUCTS AT AMBIENTE**

**Paşabahçe, the leading glassware brand of Şişecam, a global player in the glassware and chemicals industries, will display its inspiring brand universe and a wide array of exciting new products at Ambiente, the world’s largest consumer products fair.**

**XX.XX.2024 –** Paşabahçe, the world's second largest glassware manufacturer, will introduce its new collections and products designed for every need in different categories to visitors at Ambiente fair, which will be held in Messe Frankfurt on January 26-30, 2024. Paşabahçe will exhibit its products and innovations at its 555 m2 booth enriched with visual contents in Hall 12 E80-83.

Paşabahçe, making life beautiful in more than 150 countries on five continents with its beautiful, timeless, and stylish products since 1935, will host customers and business partners at its contemporary, eye-catching booth at Ambiente.

Paşabahçe will present its drinkware, patisserie, tableware, Borcam, food containers and crystallin product ranges designed for households as well as professionals to visitors from across the world.

Drinkware and tableware products in different sizes and functions are added in the Timeless and Elysia collections, two of Paşabahçe's most popular series of recent years. Meanwhile, Joy and Serenity are the candidates to be the most favorite collections of the coming period with their unique designs. Paşabahçe will also introduce the Casual, Palomino, Ivory, Iconic, Scala, Rain, Luzia, Tokio, Echo, Bricks series to the household and professional segments.

The Aware Collection, produced from recycled glass, is poised to be one of the most acclaimed collections at this year’s Ambiente.

Paşabahçe's greatest innovation this year will be the unique crystallin product range with its enticing sparkle, clarity, and resonance. Designed with mastery and passion, Paşabahçe Crystallin is sure to stand out with more than 80 products that add value to special moments.

About Şişecam

Sisecam was founded in 1935 **to establish Turkey’s glass industry in line with the vision of**Mustafa Kemal Atatürk, a great leader respected worldwide. Today, Sisecam is a major global player in the fields of glass and chemicals**. Sisecam is the only global company**operating in all core areas of glass production – **including flat glass, glassware, glass packaging, and glass fiber. Currently, Sisecam ranks among the world’s top two manufacturers of glassware and the top five producers of glass packaging and flat glass.**Sisecam **is one of the three largest soda ash producers in the world**and **the world leader in chromium chemicals.**

Sisecam plays a leading role in the flat glass, **glassware, glass packaging, chemicals, automotive, glass fiber, mining, energy,**and **recycling**business lines. Sisecam operates production facilities in

Germany, Italy, Bulgaria, Romania, Slovakia, Hungary, Bosnia-Herzegovina, Russian Federation, Georgia, Ukraine, Egypt, India, and the USA in addition to Turkey.

Sisecam who takes firm steps towards its goal of becoming one of the world's top 3 manufacturers in its main fields of activity, **with its competent human resources and smart technologies, and uninterruptedly continues to transform its digital infrastructure and culture by considering the future necessities. Sisecam who has**88 years of experience, more than 24 thousand employees, production activities in 14 **countries on four continents, and a sales network of more than**150 countries**, continues its growth journey in line with its "**Global Excellence**" strategy and with**an inclusive approach that supports the development of company's entire ecosystem. Sisecam takes responsibility for **protecting the planet, empowering society, and transforming life with its CareForNext strategy,** which is compliant with and centered around the United Nations Sustainable Development Goals. Sisecam uses all its experience and competencies to promote sustainable development in every aspect. [www.sisecam.com.tr](http://www.sisecam.com.tr/)