



The combination of extensive expertise of Kimberly-Clark international and the state-of-the-art manufacturing capability of Hadera Paper Group created the largest non-food consumer goods company in Israel; Hogla-Kimberly celebrates its 50th anniversary

This year, Hogla-Kimberly, the largest Israeli manufacturer and marketer of non-food consumer goods, is celebrating its 50th anniversary. The products that are manufactured and marketed by Hogla-Kimberly can be found in every household in Israel, and comprise a fixed share of all consumer purchases in all demographics and ages.

The Company is a partnership between Kimberly Clark International and the Hadera Paper Mill Group).

Hogla Kimberly was founded in 1963 by the Hadera Paper Group and was the first company in Israel to manufacture bath tissue. Over the years, company activity expanded and it currently manufactures and markets products in a variety of sectors, including products for infants, children, feminine hygiene, home accessories and paper products for the home, retail and institutional markets.

In 1996 the Hadera Paper Group signed a strategic partnership agreement with Kimberly Clark International and Hogla became Hogla-Kimberly.

The real power of Hogla-Kimberly comes from the synergy of these two partners: **Hadera Paper Group** – the company founded in 1951 by a group of American Zionist investors who wanted to establish industry to replace imports. Today the Hadera Paper Group, through its subsidiaries, manufactures and markets a wide range of products, including various types of paper for writing and printing, packaging paper, carton and corrugated carton as

well as a range of products for home use.

Kimberly Clark – American company founded in 1872 by John Kimberly and Charles Clark, and one of the leading companies in the world in non-food consumer goods. Company products are sold in over 150 countries, with over 1.3 billion people using company products worldwide. The company employs 55,000 people in 37 countries.

House of Brands

Hogla Kimberly benefits from extensive experience and ability for global development of its parent company, Kimberly Clark, and its international brands. At the same time, being an Israeli company, Hogla-Kimberly better understands the needs of consumers in the local market and better adapts the right solutions for them.

Hogla-Kimberly offers Israeli consumers hundreds of quality products marketed under several brands in various consumer categories:

Home paper products – bath tissue, facial tissue, under the brands Lily, Kleenex, Molett and Shmurat Teva

Feminine Hygiene products – under the brands Kotex, Lily Natural, and Poise

Diapers and baby wipes – under the brands Huggies and Titulim

Cleaning accessories and paper towels for the home and kitchen – under the brand Nikol

Hygienic products for senior citizens – under the brand Depend and Shikma

For the institutional market Hogla Kimberly delivers a wide





www.hadera-paper.co.il/he/companies/hogla

range of paper and hygiene products that include kitchen towels, bath tissue alongside advanced safety products. As part of its marketing strategy and in order to keep being one of the leaders of the FMCG market in Israel, Hogla-Kimberly invests massive resources in research and development in order to present in the market product innovation in all sectors in which it operates, and to provide a solution to various and changing consumer demands. For more information about three of company brands that have also been crowned this year as super brands – Nikol, Lily and Huggies – refer to the 2013 edition of Israel Superbrands.

Company Factories

Hogla-Kimberly, is one of the largest employers in Israel. The company provides work to over 1000 employees in three manufacturing plants and two distribution centers, located in various sites across the country.

Nahariya factory – the factory was founded in 1971 and is currently one of the leading plants for Kimberly

Clark International. Millions of dollars were invested in assimilation of innovative, unique technology. The factory manufactures a range of paper products such as bath tissue, napkins, facial tissue and various paper products for the institutional and private market.

Afula factory – the factory that manufactures infant and adult diapers, also under the flagship brand of the company, Huggies

Hadera factory – the oldest factory of Hogla-Kimberly, manufactures a range of the company brands including Lily, Nikol, Kleenex, etc.

Zrifin Logistical Center – a center that provides an everyday solution to Hogla-Kimberly customers.. The center serves hundreds of institutional and home customers through a fleet of dozens of trucks and distributes tens of thousands of orders south of Hadera to Eilat every month.

Rechessim Logistical Center – the center, provides a solution to company customers located in northern Israel – stores, chains, institutions and private consumers.

All manufacturing and logistical departments in Hogla-Kimberly operate in compliance with the most stringent quality and safety standards in order to ensure product quality and satisfactory operating procedures. Innovative, cutting-edge technology was assimilated in the logistical centers and factories.

In addition, Hogla-Kimberly is committed to a high standard of the parent company Kimberly Clark and the Hadera Paper Mill Group with regards to sustainability and environmental responsibility, and dedicates vast resources towards mapping and improving the environmental impact of the manufacturing processes and end products.

Things You Didn't Know About Hogla-Kimberly

- The Nahariya mill manufactures over 13 million rolls of bath tissue every month.
- The Afula mill manufactures 2.2 million infant and adult diapers every day.

1963
Hadera Paper Company established Hogla.

1971
A Paper factory was established in Nahariya

1982
Launch of Titulim.

1996
Strategic partnership agreement signed between Hadera Paper Group and Kimberly Clark International.

1996
The Huggies brand was launched in Israel.

2002
Lily's puppy is launched in Israel.

2004
Launch of Kotex feminine products, and Nikol, as a household care brand.

2012
The Depend Brand was launched in Israel.

2013
Hogla celebrates 50th anniversary.