Press Release

Thun, Switzerland, February 28, 2018

**Keisha Broadway - new Sales Manager Cosmetics USA**

**Hoffmann Neopac AG, a leading supplier of tube packaging to the worldwide pharmaceutical and cosmetics industries based in Switzerland, has named a new Sales Manager Cosmetics for the North American Market.**

Keisha Broadway has been named Sales Manager for Cosmetics in the US and Canada for Neopac. She will manage, implement and develop successful business plans while increasing the company's footprint in the North American market.

Keisha holds a Master's degree in Management and a Bachelor's degree in Marketing from University of Maryland. Prior to this new role, her background includes sales and development positions with L’Oréal USA and Procter & Gamble.

((Picture caption: Keisha Broadway, Sales Manager Cosmetics at Neopac US Inc.))

***Hoffmann Neopac AG***

*Hoffmann Neopac is a privately-owned company, headquartered in Thun, Switzerland. The company produces high-quality metal and plastic packaging in currently four locations: HOFFMANN tins in Thun and through CMP in Holland; Polyfoil® and plastic NEOPAC tubes in Switzerland and Hungary. Its long-standing customers include internationally active pharmaceutical, cosmetics and consumer goods manufacturers in the European and North American markets. The company has recently taken a majority stake in 3D Technopack Ltd, from Mumbai, India, thereby securing its foothold in the Asian market. The company has 950 employees in total and a tube capacity of 950 million tubes.*

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**TUBES**

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| Hoffmann Neopac AG  Burgdorfstrasse 22  3672 Oberdiessbach  Switzerland  www.neopac.com | Neopac Hungary Ltd.  Hoffmann str. 1 4031 Debrecen Hungary  www.neopac.com | 3D Technopack Pvt. Ltd.  Survey No B/1  Village Athal, Naroli Road  Athal - Silvassa 396230  UT of Dadra & Nagar Haveli  India  www.3d-neopac.com |
|  |  |  |
| **TINS** |  |  |

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