



# Press Release

Šabac, December 14th, 2017

## **DE HEUS SERBIA EXPANDS PRODUCTION CAPACITY WITH 50% WITH THE NEW PRODUCTION TOWER IN SABAC.**

***14-12-2017 - The Dutch company Royal De Heus proudly announces the commissioning of the new production facility at the location of FSH De Heus in Sabac, Serbia. During a formal ceremony on 14.12.2017. De Heus will officially open its new production facility. With this expansion De Heus increases its capacity by 50%. With this substantial investment De Heus finishes the first phase of its strategic development plan and strengthens its position on the Serbian market.***

For more than one and a half year De Heus produces animal nutritional products for the Serbian market in the feed factory in Sabac. During this period, the demand for high-quality feed has grown substantially, causing current production location to start reaching its maximum capacity. With this new production tower De Heus is not only increasing capacity with more than 50% alone. It also increases quality and efficiency by meeting the latest global standards that De Heus strives for in terms of high product quality, flexibility in the production of different products, greater storage capacities, fast and efficient loading of vehicles and modern packaging.

The new production tower contains a line for pelleted feed providing a significant increase in the pelleting capacity. Besides, a brand new automated packing line for finished products was installed. The new tower also facilitates the production in bulk more efficiently. The special bulk station contains a very accurate weighing bridge and silo cells for the storage of bulk products. With this bulk station De Heus increases the possibility to support professional farmers even better with bulk delivery.

"From the beginning we focused greatly on producing the highest quality feeds available in Serbia. The need for investing in a new plant indicates that the Serbian market has recognized the quality of the products and services we provide and is a clear sign for the new steps of De Heus in this market. With this new tower we can help farmers to increase productivity and optimize their business results even better. Customers see us as a stable partner who helps them to progress, " said Nebojsa Cipcja, General manager of De Heus Sabac. "Our business rests on five pillars that define us: quality, performance, independence, continuous improvement and entrepreneurial spirit. These are characteristics that are key to our success and success for our customers. That's what makes us unique. "

According to his words, De Heus won't stop here. The ambition to always help their customers to move forward and grow can only be reached if De Heus have and holds the leading position in Serbia. Therefore a further expansion of its production facility at the same location is planned for next year as part of phase two of its strategic development plans.

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## **ROYAL DE HEUS**

*Royal De Heus is a multinational family company. Founded in 1911, Royal De Heus has expanded to become one of the largest players in the animal feed industry. With locations in Netherlands, Vietnam, Brazil, Poland, Czech Republic, Serbia, Spain, Portugal, South Africa, Myanmar, India and joint ventures in Egypt, Ethiopia, Russia and China, we have reached a key position globally. We strive to offer an active contribution to the development and progress of agriculture in all the markets in which we are active.*

*Additionally, De Heus is active in more than 70 countries through the export of concentrates and premixes, the main ones being Eastern Europe, Africa, the Middle East and South America. The company globally has over 4500 employees. Its head office is located in Ede (the Netherlands).*

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## **INFORMATION FOR EDITORS, THIS IS NOT INTENDED FOR PUBLICATION**

If more information or if you have any questions about this press release please visit [www.deheus.rs/press](http://www.deheus.rs/press) or contact Neno Cipcija, General Manager Serbia ([ncipcija@deheus.com](mailto:ncipcija@deheus.com)). You can also contact Joost Belt, Global Director Marketing & Corporate Communication (e-mail [jbelt@deheus.com](mailto:jbelt@deheus.com), telephone +31 6 294 41 955)