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## IPI Global: a new strategic approach to global markets

IPI Europe announces the launch of a new business strategy, which extends its market scope beyond the European borders to supply its global customers and markets worldwide through a network of local partners.

As a result of embracing the new global sales and customer support strategy, IPI Europe Limited has changed its name to IPI Global Limited and has launched a new, more informative multi-lingual website [www.ipi-global.com](http://www.ipi-global.com) where you will find full details of our products, their application and the markets we serve.

"Since we began trading as IPI Europe Limited in 1999", said Mark Perryman, Managing Director of IPI Global - "We have developed a strong customer base in Europe but find ourselves increasingly asked to supply packaging and dispensing solutions to customers from around the globe, including North and South America, the Middle East and Asia. In order to support this growth, we have established new regional offices and warehousing in the US, Canada, India and Thailand in addition to expanding our existing facilities in Germany and our UK based head office and global support centre."

"In today's demanding business place and with increasing environmental regulations, it's important for us to offer solutions that support our customers' business requirements and safety issues" – commented Sara Tessarotto, Market Development Manager at IPI. "The new global approach and investments will allow IPI to better serve its global customers at local level, by optimizing resources, response time and service delivery. In addition, we will be able to reach new companies that will benefit from using IPI's innovative and safe packaging solutions."

Established in 1999, IPI is a leading distributor and solution provider of **closed liquid packaging and dispensing systems for chemicals and liquid foodstuffs**. It combines the supply of high quality Schaefer Werke stainless steel containers with market leader Micro Matic's Industrial Valve portfolio, AEG ID's RFID transponders and a range of closed liquid dispensing systems, to offer industry standard solutions.

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