



Goodpack partners with Hayleys Aventura

In line with the strategic goals to increase its seamless global reach and enable new trade lanes, Goodpack has, starting January 2022, entered into a partnership with Hayleys Aventura (Pvt) Ltd in Sri Lanka. Country Manager for Goodpack India, Sri Lanka and Bangladesh, Vikas Upadhyaya says: "Appointing Hayleys Aventura as official representative for us in Sri Lanka is a strategic move that will bring us closer to potential, as well as existing, customers and broaden the reach of our sustainable business model."

As of January this year, Goodpack has entered into an official partnership together with Hayleys Aventura (Pvt) Ltd, making them the authorized sales representative of Goodpack in Sri Lanka. Hayleys Aventura is the premier industrial solutions provider in Sri Lanka, where it engages in business and business relationships through five business units, ranging from Engineering Solutions to Industrial Raw Materials. Hayleys Aventura takes great pride in offering practical and innovative solutions that are founded on sustainability and fulfill global standards. Key values the company exhibits in all its functions include trustworthiness and quality. Hayleys Aventura works with multinationals, large conglomerates, SME's and companies engaged in local and global markets.

Michael Liew, Regional President for Goodpack South Asia, believes in the benefits of strong partnerships: "This agreement is a new opening for both Goodpack and Hayleys Aventura. It will definitely create new vistas for business and result in positive growth for both parties in the region. Together, with our combined capabilities and resources, we will be able to reach existing and new customers in Sri Lanka with fast, seamless and more customer-specific service. Hayleys Aventura is known for impeccable service and reliability, regardless of the specific industry. These values and merits provide a perfect fit for the mindset and goals of Goodpack."

Hayleys
Aventura
Innovative Solutions

Wasaba Jayasekera, Managing Director for Hayleys Aventura, comments the new partnership: "We believe that this agreement between Goodpack and Hayleys Aventura is going to generate an increase in business in the region for both parties. Hayleys Aventura is the preferred industrial solutions partner of Sri Lankan exporters. Goodpack, in turn, has decades-long experience in packing and transporting automotive components as well as fruit concentrates, pastes and purees. We see this as a combination of the best of two companies, a true partnership."

For more information, please contact:

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Goodpack is a world leader in the provision of supply chain solutions enabled by a network of strategically located global depots and fleets of returnable metal containers. Goodpack is an innovator in developing safe, sustainable and cost-efficient transportation and storage solutions for challenging payloads, including natural and synthetic rubber, food and liquids and specialty industrial goods such as tires and automotive parts.

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