



We add value.



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NIPRA is engaged in the business of producing aluminium closures (also known as bottle caps or ROPP closures) and printed metal sheets in India. The operations started in 1982 and with steady growth the group became one of largest players in the metal packaging business in India.

MISADA I.T.G is authorized in introducing NIPRA products made or delivered by Nipra in the following countries:



We add value.

LIST OF COUNTRIES

Europe

Italy
Spain
Portugal
Slovenia
Croatia
Yugoslavia Republic Montenegro
Czech Republic
Slovakia Republic
Cyprus
Denmark
Sweden
Norway
Finland
Island
Poland
Hungary

East Europe

Ukraine
Lithuania
Lettonia
Estonia

North Africa

Tunisia
Libia
Algeria
Morocco



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Skills and competencies

Nipra products

					
18 / 12 mm Diameter: 18 mm Height: 12 mm	20 / 12 mm Diameter: 20 mm Height: 12 mm	22 / 15 mm Diameter: 22 mm Height: 15 mm	28 / 18 mm Diameter: 28 mm Height: 18 mm	28 / 22 mm Diameter: 28 mm Height: 22 mm	25 / 19 mm Diameter: 25 mm Height: 19 mm
					
30 / 44 mm Diameter: 30 mm Height: 44 mm	30 / 60 mm Diameter: 30 mm Height: 60 mm	28 / 38 mm Diameter: 28 mm Height: 38 mm	31.5 / 44 mm Diameter: 31.5 mm Height: 44 mm	31.5 / 60 mm Diameter: 31.5 mm Height: 60 mm	31.5 / 18 mm Diameter: 31.5 mm Height: 18 mm



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MARKETING STRATEGIES

- Deep Market knowledge of distilled producers, wine producers, olive oil producers.
- Follower of Marketing trends (wine producers).
- High performance products, suitable for products enhancement, like storage of wine over a long period.

VALUE BASED SYSTEM SELLING

- Selling based on the transferring of **value** to the customers:

$$\text{VALUE} = \text{BEFIT} - \text{PRICE}.$$

CUSTOMER CARE

- Products aesthetic enhancement like embossing (top and side wall), debossing (top).
- Silk screen printing during the product life.
- Customer feedback on productivity, quality, efficiency.



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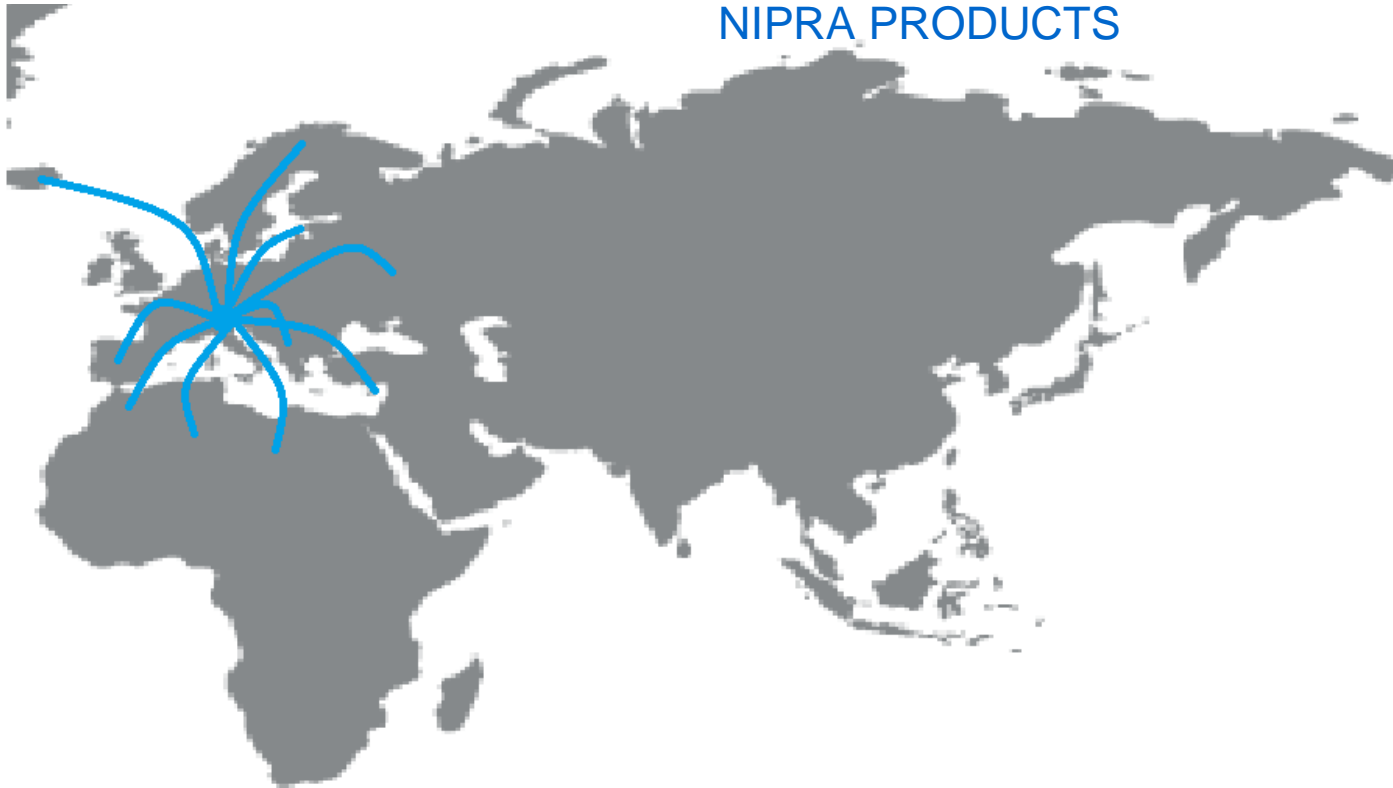
OUR MARKET

Soft Drinks	Wine	Olive Oil
Mineral Water	Spirits	Pharmaceutical
	Distilled	All Others



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MISADA I.T.G. AUTHORIZED SELLER OF NIPRA PRODUCTS



EUROPE

Italy
Spain
Portugal
Slovenia
Croatia
Yugoslavia Republic
Montenegro
Czech Republic
Slovakia Republic
Cyprus
Denmark
Sweden
Norway
Finland
Island
Poland
Hungary

EAST EUROPE

Ukraine
Lithuania
Lettonia
Estonia

NORTH AFRICA

Tunisia
Libia
Algeria
Morocco



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NIPRA WORLDWIDE SUPPLIER

