

Şişecam Enriches its Tarsus Glass Production Hub with a €25 Million Coated Glass Line

Şişecam has commissioned its new coated glass line in Tarsus to meet the growing demand. With this new facility boasting an annual production capacity of 7 million square meters, Şişecam aims to increase its share of value-added products and support its competitiveness.

Continuing its strategic investments, Şişecam has completed a new coated glass line at its Tarsus facility, with an **annual production capacity of 7 million square meters**. This development follows the commissioning of a **flat glass line** with an **annual gross capacity of 432,000 tons**, as well as **energy glass lines** with an **annual capacity of 47 million square meters** at the same site within the past six months.

With a total **investment of 25 million Euros**, the new line stands out as a significant strategic step that will not only expand Şişecam's value-added product portfolio but also enhance its competitive power in global markets. The products manufactured on this new line will be exported to a wide geography, primarily including the Middle East-North Africa (MENA), Eastern Europe, and South Asia, in addition to serving the domestic market.

With this strategically located production complex, Şişecam aims to increase the share of value-added products in its flat glass production, strengthen its supply chain flexibility, and further enhance its operational efficiency.

"We are bolstering our global competitiveness"

Highlighting the strategic importance of the new investment, Can Yücel, CEO of Şişecam, stated: "We are maintaining a disciplined and continuous investment approach in the coated glass segment. Following our recent capacity additions in Bulgaria and Italy, we have now successfully commissioned our new line in Tarsus. These investments not only support our leadership position in Türkiye but also strengthen our competitive positioning in international markets. By increasing the share of value-added products in our portfolio,

these strategic initiatives contribute directly to our objectives of sustainable profitability, and operational efficiency”

Accelerating its coated glass investments on a global scale since the beginning of 2026, Şişecam completed its new line with an annual capacity of **6 million square meters** at its flat glass facility in **Bulgaria** on January 30, 2026, and commissioned another new line at its **San Giorgio di Nogaro facility** in Italy in February.

With the Tarsus investment now fully operational, the number of Şişecam’s **active coated glass lines** worldwide has reached **seven**, bringing its **total annual coated glass production capacity** to **48.1 million square meters**.

Şişecam is a story of progress...

Founded in 1935 by İş Bank with the vision, Şişecam was established to build Türkiye's glass industry. Over the decades, Şişecam has grown from a local initiative into **a global player in glass and chemicals**.

As the only global company **operating in all core areas of glass production**, Şişecam is **one of the world’s top five producers** in its sectors.

Şişecam **operates across four continents and 13 countries**, including Türkiye, Italy, Bulgaria, Romania, Slovakia, Hungary, Bosnia and Herzegovina, Russia, Georgia, Ukraine, Egypt, India, and the United States.

Şişecam plays a pioneering role in flat glass, glassware, glass packaging, chemicals, auto glass, glass fiber, mining, energy, and recycling industries. By placing **innovation and technology** at the core of its operations, Şişecam delivers its products to customers in **over 150 countries** through its **robust supply chain**.

Şişecam makes a meaningful difference in its industries with **90 years of expertise, a skilled workforce, and the use of smart technologies**. Supported by approximately 23,000 employees, Şişecam is steadily advancing toward its goal of **becoming one of the top three global producers in its core industries**.

With its **CareForNext** strategy, Şişecam works to ensure the sustainability of the glass and chemicals industries from the perspectives of **protecting the planet, empowering communities, and transforming lives** in line with the United Nations Sustainable Development Goals.

Şişecam is **pursuing a better future through technology and innovation** and continues its story of progress together with its entire ecosystem. <https://www.sisecam.com/en>