

## Fedrigoni launches a new global image, and its self-adhesives division becomes Fedrigoni Self-Adhesives. Pentagram designs the Group's rebrand.

*The leading company for the production of special papers and self-adhesive materials has launched a new global identity to strengthen the Group's positioning, with a distinctive image for the company's many brands that produce and sell over 32,000 products all over the world. At the same time, the self-adhesives division has unveiled its new name, which changes from Arconvert Ritrama to Fedrigoni Self-Adhesives. Harry Pearce, Senior partner at Pentagram, guided the team of designers, choosing to revisit Aldo Novarese's Forma typeface to represent Fedrigoni's new image - a solid, innovative company with strong Italian roots - and his 'Elevating Creativity' mission. The image has also been redesigned for the Group's digital presence, from its websites to its social media platforms.*

**Milan, 29 March 2021** - 4,000 employees, 36 production and distribution sites, more than 32,000 products, 15 brands, two business areas, all gathered under a new, single, authoritative brand identity, an important step for a global Group with an ambitious growth path and an increasingly decisive role in the world of paper and self-adhesive materials.

**Fedrigoni**, a leading company in the production and sale of high value-added special papers for graphics, packaging, publishing and self-adhesive materials since 1888, **has reinvented itself and launched a new global image designed by Pentagram**. The internationally renowned graphic design company has designed and applied a new identity in all its forms, streamlining the different brands that have joined the Group over the course of successive acquisitions, and creating **a new, homogeneous name and image for the self-adhesive materials division, which, from a plurality of brands and companies - Arconvert, Ritrama and IP Venus - has now become a single brand of excellence, Fedrigoni Self-Adhesives**, leveraging its membership and strong synergy with the Group. This is an important goal for this business's growth plan, which today is a true global player in the premium self-adhesive materials segment for sectors such as Food & Beverage, Wine & Spirits, Home-Beauty-Personal Care, Pharmaceuticals, Automotive, Advertising & Promotion, Luxury, Textiles, Transport and Logistics.

"With this brand renovation project we are laying the foundations to build an important global Group, and continuing along the growth path that allowed us to cushion the impact of Covid-19 on the market, and to achieve all our objectives in terms of acquisitions, strengthening of management, innovation, development of new products, processes efficiency, acceleration of sustainability and now a new and distinctive image on a global level as well," stated **Marco Nespolo, CEO of Fedrigoni Group**. "It's a process in which creativity and design play a leading role. Fedrigoni has always worked alongside people with innovative ideas for paper and self-adhesive materials, providing the right level of support to give substance to their intuition, from luxury packaging to the most refined labels, from art to publishing. 'Elevating



Creativity' is our mission: the ladder, a symbol of the city of Verona, is also our icon that represents our dedication, through our products, to supporting all the clients in maximising and elevating their brands."

The shield, characterised by the traditional motif of a ladder and the date the company was founded, remains a fundamental element of the Fedrigoni brand, which is still written in capital letters but using the Italian Forma typeface, created in 1968 by the type designer, Aldo Novarese, to replace the French Peignot typeface, and now reinterpreted in a more modern, customised version.

"The Forma typeface perfectly represents Fedrigoni's global identity: strong, bold and sure of itself, with a powerful reference to its Italian roots. Plus, it is legible and functional," explained **Harry Pearce, senior partner at Pentagram**. The decision to use the Forma typeface for all applications was taken after the London-based Graphic Thought Facility (GTC) studio chose to use it for Paper Box, the comprehensive swatch book of Fedrigoni papers that was launched a few months ago. The minimal Forma DJR version, designed by David Jonathan Ross especially for Fedrigoni, is used in two different weights, Text Regular and Text Bold.

The Group's digital presence has also been modernised, starting with its Group, ([www.fedrigoni.com](http://www.fedrigoni.com)), Investors (<http://investors.fedrigoni.com/>) and Self-Adhesives (<http://selfadhesives.fedrigoni.com>) websites, which have just launched having been redesigned according to the new guidelines. The global social strategy for the Group and its paper and self-adhesives divisions has also been harmonised, with its new Instagram, LinkedIn and Facebook profiles redesigned in line with the new image.

## Fedrigoni

Since 1888, Fedrigoni has always meant excellence in the production of special papers. The Group is one of the major European players in the production and sale of different high value-added papers for packaging and graphics, as well as self-adhesives materials products. With 4,000 employees in Italy and internationally, and 32,000 products, Fedrigoni Group sells and distributes to 132 countries. Fedrigoni now counts amongst its brands Cordenons and the historic brand Fabriano in its paper division, and Arconvert, Ritrama (acquired in February 2020) and IP Venus (acquired in December 2020) in its self-adhesives division, which, thanks to recent acquisitions, has become the third largest global player for self-adhesives materials.

For more information: [www.fedrigoni.com](http://www.fedrigoni.com)

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