



ALLEGGRINI CELEBRATES THE UNION OF THE TWO BUSINESS UNITS WITH THE NEW CORPORATE VIDEO

Allegrini S.p.A., the historic chemical leading company in Italy in the production of professional detergents and cosmetics for the hotel industry, posts its new corporate video to tell the present company reality from a different perspective, it means a new overall vision: "Two worlds. A single name. A history. Two meeting points".

Grassobbio (BG), September 15th 2021 - Allegrini launches the new corporate video that tells the company reality and celebrates the values, the history and the strengths in little more than 120 sec.

The new corporate video, full of references and suggestions, encloses Allegrini spirit: **tradition and innovation, past and present, passion and technology, products and solutions, looking ahead to the future.**

This twofold vision is also translated into the language, the distinctive feature that delivers value for the message that underlies the storytelling of the video: **Cleaning and Cosmetics**, presented in the form of two large spheres iconic to Allegrini brand, open to the world to show their reality rich in nuances that coexist together and feed into themselves.

A uniqueness given by two different business units characterized by the same origin: Chemistry that in Allegrini has always had respect for the environment by choosing effective and accurate formulas for both areas in which Allegrini operates.

The new corporate video, as completion of a long rebranding process, is the result of the cooperation of several teams: the artistic direction of Francesco Emiliani, *Made* production company of Milan and Allegrini communication department.

The video is available online, on Allegrini YouTube channel in Italian, English and in Russian language: <https://youtu.be/cNka7b8Q8D8>.





ALLEGRINI S.P.A.

Born in 1945, with its presence in more than 47 countries worldwide, Allegrini is now a chemical leading company in Italy in the production of professional detergents and cosmetics for the hotel industry. The detergent business unit in particular caters to different targets: hospitality, automotive sector, professional laundry, zootechnics dedicated sector, including the entire agricultural chain, commercial and collective catering, shipping companies, recreational craft, safety sector and the healthcare and hospital sphere. The cosmetic business unit produces and supplies standard and luxury amenities lines, both under its own brand and private labels addressing the whole hotel industry including cosmetics and room fragrances also for the wellness sector.

Among the noteworthy products, the hand-sanitizing gel Primagel Plus was launched in the early 2000s, registered by the Ministry of Health as medical surgical device (P.M.C. Reg. Min. Salute n° 18761).

Allegrini S.p.A. has over 130 employees and records a turnover that in 2020 exceeded 38 million. The seat of the headquarter is located in Grassobbio (BG) and extends over 47.730 sqm, occupying an area of 350m along A4 highway.

The company has a branch in Moscow, an important logistic junction internationally.

In October 2020, the acquisition of Metrika SGR S.p.A. financial fund marked the beginning of a structured development process for the company.

