

**We look forward to seeing you in Berlin at the next edition of FESPA GLOBAL PRINT EXPO to tell you all about what we have been up to at Ritrama over the last two years.**

**Ritrama by Fedrigoni Self-Adhesives has grown from a production company to become Fedrigoni Self-Adhesives' exclusive brand for visual communication products.**

**Milan, 5 May 2022** – Ritrama by Fedrigoni Self-Adhesives will be attending the latest edition of FESPA GLOBAL PRINT EXPO, which takes place in Berlin from 31 May to 3 June. We will not only present our new products, but also take the opportunity to tell you about a new and important chapter in our history: the integration into the Fedrigoni Group in 2020.

The acquisition by Fedrigoni of Ritrama, a leading company in the production of paper and film self-adhesive materials for the roll and visual communication sectors, and of Arconvert, resulted in the creation of the Fedrigoni Self-Adhesives business unit. This division is dedicated to the production of self-adhesive materials for the food and beverage, wine and spirits, home, beauty and personal care, pharmaceutical, automotive, advertising and promotion, luxury, textile, transport and logistics sectors. In addition, there are also graphics and visual communication products, which are marketed under the brand name Ritrama by Fedrigoni Self-Adhesives. This is a significant change for Ritrama, which means going from a company that produces self-adhesive materials to an exclusive brand of the Fedrigoni Group for large format digital printing products for the graphics and visual communication markets.

Ritrama By Fedrigoni Self-Adhesives is synonymous with constant technological innovation in all product areas and in the different self-adhesive materials for the production of advertising and promotional elements, for indoor and outdoor use, with combinations of adhesives and laminates depending on the expected surface and durability. It stands for the production of graphics for architectural and commercial spaces; signage and lettering (also illuminated), for corporate branding with cut and digitally printed materials and for a wide range of applications, including vehicles and transport.

However, Ritrama is not only all about quality, performance and technological innovation, it also offers aesthetics and a variety of colours and finishes. Our stand at FESPA focuses on the aesthetic aspect, the guiding principle of “Made in Italy”, which is so highly valued all over the world. It is an invitation to use colour as a basic tool for information and creativity. The new developments we will be presenting at our stand will mainly belong to the RI-Mark range and the brand-new RI-Mark Platinum series.

RI-Mark offers a comprehensive range of plotter cut film solutions, a wide selection of monomeric and polymeric PVC with gloss, matt, translucent or transparent finishes for light boxes and shop windows and glossy or metallised speciality films with high visual impact. A broad array of finishes for a variety of applications, available in a wide range of colours to find the perfect shade.

The RI-Mark Platinum series ensures “platinum” quality thanks to UV-stabilised, high-gloss premium polymeric vinyls for an outdoor colour durability of up to 10 years. Our RI-Mark Platinum collection products are ideally suited for both wet and dry applications and feature a palette of 72 vibrant colours. But there are also new developments in self-adhesive materials for glazed and transparent decorative elements.



At our stand you will be able to touch and apply the products available to customise all types of vehicles, and you will also be able to attend real wrapping shows.

The high degree of specialisation of Ritrama by Fedrigoni Self-Adhesive branded products, sophisticated technology and advanced industrial automation are the key to the development and variety of the Fedrigoni Group's offer. The strategic importance of being part of a group with several divisions and areas of expertise is fundamental and further enhances the competitiveness of the brand. This starts with the positioning of the Group itself, which benefits all the divisions and brands, from the strengthening and reputation of all the Group's brands – which makes Fedrigoni a reliable, highly valued and credible partner with a global presence – to the advantages of having a single competent point of contact for a number of materials.

We look forward to finally seeing you in person at the FESPA GLOBAL PRINT EXPO 2022 in Berlin, from 31 May to 3 June, in hall 3.2, stand C32, with all the latest news from Ritrama by Fedrigoni Self-Adhesives.

## Fedrigoni

Since 1888, Fedrigoni has been synonymous with excellence in the production of special papers. It is one of the leading European players in the production and sale of various types of high value-added paper for packaging and graphic applications, along with premium labelling products and other self-adhesive materials. With more than 4,000 employees in Italy and abroad and 25,000 products, the Group sells and distributes in more than 130 countries. The recent acquisitions have made it the world's third largest player in the self-adhesive materials sector. The paper division includes the Cordenons Group and the historic Fabriano brand, and the Self-Adhesives division includes Arconvert, Manter, Ritrama (since February 2020), IP Venus (since December 2020), Acucote and Ri-Mark (since June 2021). The Group also includes the US distributor GPA. Find out more at: [www.fedrigoni.com](http://www.fedrigoni.com)

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