



## ALLEGRI TAKES THE FIELD ALONGSIDE AC MONZA

*Allegri, a chemical company leader in Italy for the production of professional detergents and cosmetics for the hotel industry, is taking the field alongside Associazione Calcio Monza with a new partnership.*

*The choice is dictated by the recognition of the importance that football has been assuming in recent years in its role as a carrier of transversal messages marked by themes of social sustainability and the sharing of values with these two important and historical football clubs. On the field, Allegri and football deploy passion, an international outlook and the appreciation of the team.*

Bergamo, March 4<sup>th</sup> 2021 - Allegri also signs a partnership with AC Monza, entering for the first time alongside the promising team with the title of **Main Partner**.

Both founded in the last century, respectively in 1945 and 1912, Allegri and AC Monza are characterized by the same **determination** and **will to grow** and aspire to ambitious results, typical of rising powers.

The common denominator linking the football tradition of AC Monza to Allegri is, moreover, the constant investment in the growth of **young resources**, in the development of their **talents** and in their **cultural integration**, while respecting individuality and team spirit.

**Maurizio Allegri**, CEO of Allegri S.p.A., comments on the agreements reached: *"I have always believed that, in business as in sport, especially in football, games are played on a common ground: success is the result of a **teamwork**, of a **mission shared by the whole team** in which the role of the individual is enhanced in relation to that of every other element of the team.*

*Professional growth and sporting commitment also share the same values: **motivation**, tenacity and **ambition** while respecting the roles, rules and strategies of the group. For Allegri, all the values linked to the team, the skills applied on the field and the ambitious drive to achieve increasingly challenging goals are fundamental."*

**Adriano Galliani**, CEO of AC Monza, said: *"We are very pleased to add another Italian company of international calibre like Allegri S.p.A. to our Main Partners. Values such as **team spirit** and **courage** have allowed Allegri to expand and establish itself in many different sectors over the years. This spirit fits perfectly with the **ambitious goals** we have at Monza."*

This new partnership also **brings the Allegri brand together with important national and international brands** that are not only an authoritative elite that the company is proud to join, but also a networking opportunity for future successful collaborations.





This is how Allegrini accompanies, with its colours, those of two teams that deploy their skills, capable of representing the territory and becoming the expression of a solid and structured growth process.

## ALLEGRINI S.P.A.

*Founded in 1945, Allegrini is present with its products in more than 47 countries around the world, and today is a leading chemical company in Italy in the production of professional detergents and cosmetics for the hotel industry. In particular, the Detergents Business Unit addresses different targets: hotels, the automotive world, professional laundry, the zootechnics sector, including the entire agri-food chain, commercial and collective catering, shipping companies, boats, the safety sector and the health and hospital sector. The Cosmetics Business Unit produces and supplies standard and luxury courtesy lines, both under its own brand and private labels, for the entire hotel industry, as well as cosmetics and room fragrances for the wellness sector. Among its most noteworthy products is the Primagel Plus hand disinfectant gel, launched in the early 2000s and registered with the Ministry of Health as a Surgical Medical Device (P.M.C. Reg. Min. Salute n° 18761).*

*Allegrini S.p.A. employs over 130 people and its turnover exceeded 38 million euros in 2020. The headquarters is located in Grassobbio (BG) and covers an area of 47,730 square metres, occupying 350 m of the A4 motorway frontage.*

*The company also has a branch in Moscow, an important international logistics hub.*

