



AT SIA IN RIMINI ALLEGRINI PARTICIPATES WITH «SIA: SUSTAINABILITY INSPIRES ALLEGRINI»

The company is proposing at Stand 038, Hall D1, Rimini Exhibition Centre, an extensive programme of meetings at the Allegrini Arena.

Wednesday October 12th from 12.00 p.m. to 1.00 p.m. AICA - Associazione Italiana Confindustria Alberghi will discuss the topic "Sustainability and energy saving in hospitality", followed by Deloitte from 1.30 p.m. to 3.00 p.m. presenting the results of a research conducted with AICEO- Associazione Italiana CEO, entitled "Target sustainability: new development trajectories for Italian tourism".

On Thursday October 13th from 3.00 p.m. to 4.00 p.m., the Mario Negri Institute, which collaborates with Allegrini in the field of hygiene protocols, will discuss the topic "Scientific research for public hygiene at the service of hospitality".

Grassobbio, October 6th, 2022 - The Allegrini Group, a historic Italian company active in the chemical sector with a wide range of products in professional detergents and cosmetics for the hotel industry, will be present in Rimini from **October 12th to 14th, 2022** at **SIA Hospitality Design 2022**, the only trade fair in Italy dedicated exclusively to hospitality and new hospitality concepts. Allegrini announces its participation with the claim "SIA: Sustainability Inspires Allegrini", three words that describe the company and its mission.

With an open space of almost 200 sq.m., designed by the world-renowned architect and designer Simone Micheli, the Allegrini team will welcome visitors inside an exhibition area dedicated to the two Business Units Detergents and Cosmetics and a new and multipurpose event space: the Allegrini Arena, a large meeting room that will see the presence of important partners including Deloitte (which will present the update of the research conducted with AICEO on "Objective sustainability: new development trajectories for Italian tourism") and other stakeholders in the hospitality sector such as AICA - Associazione Italiana Confindustria Alberghi. During the course of the event at the Allegrini Arena there will also be further meetings to discuss relevant issues with transversal players in the world of tourism (the calendar of meetings is attached).

The Arena, exclusively designed for Allegrini by Lema S.p.A., a leading company in the creation of made-to-measure furnishings for the hotel contract sector, will provide an opportunity for sector operators to have a lively discussion on the major challenges facing the tourism industry.

Confirming Allegrini's and Lema's attention to the topics of sustainability and respect for the environment, the tables and chairs of the proposed furnishings are made following unconventional, **environmentally friendly** construction processes and with the latest generation of paints. Ensuring the amplification of the topics that will be addressed during these three days is another important new feature to be shared: **Media Hotel Radio**, the only web radio dedicated to the world of hotel tourism, which will launch **MHR**





Talk'n Break, an informal talk in which the major players of the sector will be interviewed on solutions, market trends and insights gathered live during the 71st edition of SIA Hospitality Design.

As part of the strategic development process outlined by its shareholders, Allegrini has recently announced the acquisition of Hotelify.com, a Bologna-based company and leader in the online sale of products, particularly cosmetics, for hotels, b&b's and all types of hospitality facilities. The acquisition allows the Allegrini Group to equip itself with a proprietary online platform for b2b sales in the hotellerie channel, used by more than 20 thousand customers in Italy and abroad, thus diversifying and integrating its go-to-market strategy with an e-commerce dedicated to the hospitality world. In 2021, the Italian cosmetics sector had a turnover of EUR 11.7 billion, +10.4% compared to 2020. In 2022, it should return to pre-pandemic levels with +14% growth in exports and +8.6% in the domestic market. In this context, beauty amenities are worth EUR 1 billion at EU level (before Covid).

At the same time, Allegrini completed the acquisition of Cliners, a company operating in the industrial and professional laundry channel, thus enabling the Group to directly access this market with the necessary technical expertise and adequate commercial force, with the aim of achieving national leadership in this important market segment. Furthermore, by internalising both administration and production in the Grassobbio plant, significant industrial synergies are expected.

To access the fair, you must register for free on the portal: <https://www.siaexpo.it/>

Allegrini is today a leading chemical company in the production of professional detergents and cosmetics for hotellerie through the development and marketing of environmentally friendly products. Allegrini has been controlled since October 2020 by the Metrika fund together with its historical partners Maurizio and Ottaviano Allegrini who are present in the company respectively as CEO and Managing Director of the cosmetics division, operates in 47 countries worldwide and has a total of 140 employees.

For further information:

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