

RITRAMA TO OPEN A NEW SLITTING CENTER IN GUANGZHOU – CHINA.

Caponago, 4 April 2018 – Ritrama, the Italian leading supplier of self-adhesive material in Europe and one of the worldwide key players in the market, has recently **opened a new slitting center in China**. The opening ceremony took place the last 9 March in the Zengcheng district, Guangzhou City – Guangdong Province.

This is the second slitting center opened in China by Ritrama, following the production and distribution center opened in 2009 in Hefei – Anhui Province. The investment will allow the company to offer shorter delivery time and a wider range of products, strengthening Ritrama's footprint in the Asian region.

The new factory covers an area of 2,000 square meters and is only 30 kilometers away from the hub of the label printing plants in the region. It is estimated that **the annual slitting capacity can reach more than 50 million square meters** after completion. **Mr. Choy Wai Weng, General Manager of Ritrama Asia-Pacific** division, addressed: *"Being one of the largest self-adhesive materials manufacturers in the world, we have been in the past extremely careful in our venture in China, as though we are walking on thin ice. We spent many years to understand the Chinese market and finally in the second half of 2016, through restructuring of the management team, building of reliable product quality and improvement of service experience, our products and services have been widely accepted by the market. Since then, our monthly sales have been quadrupled. This substantial growth not only reflects the striving spirit of the Ritrama team, but more importantly, we put the customer buying experience as our top priority."* Mr Choy stressed in the end: *"We hope to provide not only reliable products, competitive services, but more importantly, to let our customers enjoy better buying experience!"*

Ritrama Hefei was incorporated in 2009 as a wholly owned subsidiary of the Ritrama Group. The company provides a wide range of self-adhesive materials, such as coated paper, PP, PE and PET films, which can be combined with a variety of adhesives to meet the requirements of different industries. Our products are much more used in many everyday life segments, such as health care and personal products, food and beverages, electronic products.

Bill Shen, the General Manager of Ritrama Guangzhou Slitting Center, is filled with passions and satisfaction for the establishment of the Guangzhou Slitting center: *"The first meeting with Ritrama many years ago and the recent contacts with the owner Mr. Tomas Rink, have given me full confidence in the brand and operational team. Today, the new company will uphold the Group's vision and belief in serving customers in all aspects, providing better and more comprehensive products and services to customers in South China."*

ABOUT RITRAMA

Founded in Italy in 1962 Ritrama, an Italian multinational company, is the leading independent supplier of self-adhesive material in Europe and one of the worldwide key players. With more than 1000 employees and 24 facilities located throughout the world, it is considered the largest family-owned company in the self-adhesive industry. Ritrama offers a wide range of products grouped into five divisions - Roll Label, Graphics, Offset Sheets, Industrial and Polifibra. Coating sites and R&D departments are located in Europe, America (North and South) and the Far East. A modern centralized logistics platform is located in the Headquarters in Caponago (near Milan). Ritrama materials are applied in countless highly specialized and commodity industries such as visual communication, food, pharmaceutical and wine labelling, offset and screen printing, industrial labelling and anti-counterfeiting. The Ritrama group has an extensive network of distributors present all over the world to ensure a local "just in time" delivery of the products.