

Fabriano strengthens its presence in the US with iconic Made in Italy products as part of global expansion

Fedrigoni Group to leverage the brand's 800-year history and reputation for excellence

Milan, xx November 2024 – Fabriano, the Italian paper brand renowned for its 800-year history and unique know-how, has been strengthening its presence in North America for several years. With its range of iconic products and recent innovations, Fabriano has become a prime example of Made in Italy excellence. Now, as part of its ambitious industrial plan, the Fedrigoni Group intends to leverage the brand's tradition and reputation that has seen it used by some of the world's greatest artists, including Michelangelo and Beethoven, to accelerate its growth across North America.

Fedrigoni - a world reference in the production of special papers for luxury packaging and other creative applications, self-adhesive labels, graphic media for visual communication and RFID solutions - is already present in the United States through its subsidiary Mohawk, the second North American specialty paper player that joined the group this year; Acucote, a self-adhesive label manufacturer that has been part of the group since 2021, and the distributor, GPA.

Fabriano aims at strengthening its presence in the North American market, both in Fine arts and Hobby and Craft sectors, where the brand is already present in several thousand points of sales with branded products as well as with private labels. In addition, Fabriano also wants to develop its stationery business in bookstores and high-end department stores.

“Fabriano, with its distinctive portfolio of fine arts, drawing, stationery and security papers is an important asset in Fedrigoni's strategic plan and is also the ultimate expression of the craftsmanship and centuries-old tradition of the Marche region, home of paper since 1264, - confirms **Jacques Joly, General Manager of Fabriano** - For 760 years Fabriano has been producing paper that many extraordinary people in history have used on a daily basis in the fields of art, literature, music and publishing: Michelangelo Buonarroti, Ludwig van Beethoven, Gabriele D'Annunzio and Federico Fellini are just some of the artists who have written, drawn, taken notes and created on paper produced by Fabriano. Moreover, we are the only paper mill in the world to produce with all three processes: handmade paper, paper moulding machine and fourdrinier machine. With an entirely Italian production of high-quality products, synonymous with craftsmanship and authenticity, we are convinced that Fabriano will continue to grow strongly in North America.”

Fabriano has been on a continual path of growth since 2020, seeing investments accelerate (€60 million allocated to this segment out of the total €300 million invested by the Group), the production team grow from 718 to 840 workers in the Marche production sites, and the entire organization (commercial marketing, customer service, supply chain) reorganized to better serve a B2C market, that has different needs from the rest of the company, addressing not only business audiences

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(printers, converters, designers, distributors), but also the end consumer (students, teachers, drawing enthusiasts). The path of transformation will continue over the next four years: the new 2025-2028 industrial plan envisages over €50 million of investments in the Fabriano brand (out of the over €250 million envisaged for the entire group), which will aim to make the production sites in the Marche area even more efficient, safe and sustainable and to support the expansion of the product portfolio.

Among the priorities for investment in innovation is the continuous improvement of paper quality, a topic on which Fedrigoni places particular emphasis. In addition, the company intends to focus on expanding its product portfolio, strengthening its best-loved lines, such as drawing pads, large sheets, notebooks, albums, a range of stationery products and accessories with Italian design, but also developing new lines, including digital printing for artistic drawing, and enhancing the range of security papers (such as those for passports). The latter is a segment in which the company already has significant know-how and where there is a real market need, linked to a sector that has seen a progressive reduction in the supply available worldwide: production of these papers will be carried out in Fabriano from the beginning of 2025. Lastly, there are plans to expand the Fabriano Boutique chain with the aim of creating a network of franchised shops around the world authorized to sell the best-known and most popular products, such as sketchbooks, notebooks, writing and drawing accessories.

Fedrigoni

Founded in 1888 in Verona, Italy, Fedrigoni is today synonymous with excellence in the world of labels and self-adhesive materials, special papers for luxury packaging and other creative solutions, RFID/NFC. With almost 6,000 people in 28 countries and 78 plants including production sites, slitting and distribution centers, the Group sells and distributes more than 25,000 products in 132 countries. For more information: www.fedrigoni.com

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